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THE UNIVERSITY OF ALBERTA

A STUDY OF THE SHOPPING BEHAVIOUR OF
KNOWN USERS OF DEPARTMENT STORE CATALOGUES

by



MICHAEL KEITH RUMBALL

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH
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OF MASTER OF ARTS

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EDMONTON, ALBERTA

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FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read and recommend to the Faculty of Graduate Studies for acceptance, a thesis entitled A Study Of The Shopping Behaviour Of Known Users Of Department Store Catalogues, submitted by Michael Keith Rumball in partial fulfilment of the requirements for the degree of Master of Arts.

ABSTRACT

This thesis examines many of the spatial aspects of remote selling and remote purchasing through the use of department store catalogues on the Canadian Prairies. The growth and development of the department store catalogue operations of two of Canada's largest firms are traced from 1905 - 1971. The spatial aspects of remote selling through the use of department store catalogues was stressed and it was related to existing spatial theory. It was found that Burghardt's 'Gateway Hypothesis' contributed more to the explanation of the initial success of the department store catalogues than did Christaller's Central Place Theory.

The study then turned to an examination of the remote purchasing aspects of the use of department store catalogues by examining the shopping attitudes and behaviour of known catalogue users in three different sized and spaced central places. A self administered questionnaire format was used to obtain information from sampled known users of department store catalogues in each of the three areas. The samples were obtained from the mailing lists of one of the two big department store catalogue firms. The samples were initially restricted to women catalogue users only and problems encountered in the sampling process further restricted the sample to primarily women who were home during the daytime period.

The results of the study showed that for many of the factors under consideration there were no significant differences among the three study areas. Also, when differences did exist it was found

that they often could be better explained by sociological and marketing factors than by differences in the spatial attributes of the consumer's own urban areas. Nevertheless, it was found that the samples of known catalogue users were acting in economically and spatially rational fashions in both their in-store and catalogue shopping behaviour and it was concluded that more research was needed into the spatial implications of consumer remote purchasing.

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CHAPTER ONE

INTRODUCTION TO THE STUDY OF THE SPATIAL ASPECTS OF DEPARTMENT STORE CATALOGUE USE

1.1 Introduction

This thesis attempts to analyze the growth and development of department store catalogue operations in the Canadian Prairie Provinces. It also attempts to discover the spatial effects of remote purchasing through department store catalogues by consumers living in different sized urban places in the Province of Alberta.

This topic has evolved from a previous research effort concerned with the Zone of Influence Boundary between the cities of Edmonton and Calgary. In that study a major hypothesis was that remote purchasing would be greater within the Breaking Point Zone between these two cities than anywhere else in the area north of Calgary and south of Edmonton (Rumball, 1971). However, it was decided that the previous research by Webster (1971) on the central place hierarchy in the Peace River district as well as that published by Murdie (1965) in Ontario and Berry (1967) in Iowa had already conclusively proved the positive relationship between an increase in remote purchasing with distance away from an urban centre. Thus, the use of department store catalogues by urban consumers was chosen as a research topic which offered more challenge than the above study and had the additional incentive of almost a complete lack of previous research in this area.

1.2 Remote Selling and Remote Purchasing: A Spatial Viewpoint

As soon as the preliminary research commenced, it became

apparent that the general lack of previous spatially oriented research on remote purchasing meant that it was necessary to consider the whole subject of remote retailing before concentrating on the role of department store catalogues in this marketing process.

In the literature review it was discovered that a basic dichotomy existed within the published literature on remote retailing. This division resulted from the fact that many of the researchers focused their attention on the remote selling aspects while a smaller number viewed the subject from a remote purchasing perspective and none really considered the spatial ramifications of this form of retailing.

This difference in viewpoint is significant. In the remote selling literature the active agents are the retailers as seen through the effects of their advertising (and resulting demands for their goods) on an indifferent (if not passive) public. A remote purchasing viewpoint considers the consumers to be the active agents who (usually for a combination of reasons) have decided that the purchasing of goods from the home are economically rational acts which lead to satisfactory solutions for their needs. Thus, for the purposes of this study the term remote selling encompasses all forms of advertising and actual retailing in which goods are offered for sale sight unseen. Likewise, remote purchasing is any purchasing act in which goods are purchased sight unseen either in the home or in a market place.

The concept of 'market place' in the above definitions only implies a physical location which could range in size from an isolated store to a major metropolitan shopping centre. This is in contrast to Belshaw's definition of a market place as:

" . . . sites with social, economic, cultural and other referents where there are a number of buyers and sellers, and where the price offered and paid by each is affected by the decisions of the others." (Belshaw, 1965: 8).

By going beyond the concept of site Belshaw managed to exclude all market places that did not occur in countries with free enterprise economies. Thus, in the following analysis remote selling and remote purchasing are considered to be retail acts that could occur under various economic systems and the economics of remote selling through department store catalogues has not been stressed. Rather, the focus is on the spatial ramifications of the underlying economics of operation.

1.3 Department Store Catalogues

Catalogues in general have been defined as:

Books or pamphlets containing lists of articles arranged methodically, often in alphabetical order, and usually with descriptive details for each item, such as number, and price for articles of merchandise (Webster's New Collegiate Dictionary, 1961: 130).

Appendix A contains a list of the different types of catalogues that exist in addition to department store catalogues which are discussed below. Also, in the pages that follow the word 'catalogue' specifically refers to large seasonal department store catalogues and not to hand-bills, sales catalogues, or any other department store advertisements.

The concept of a department store catalogue (as opposed to a mail-order house catalogue) originated in Canada when Timothy Eaton distributed a thirty-two page catalogue of goods that could be bought at his Toronto Young Street Store to the patrons of the 1884 Toronto Industrial Exposition. Today, there are only two Canadian department

store chains which have large catalogue divisions: The T. Eaton Company Ltd. and Simpsons-Sears Ltd. Between them, these two companies publish approximately eighteen editions a year including the large Spring-Summer and Fall-Winter seasonal catalogues and the smaller Christmas catalogues. The actual number printed of any one issue depends on many classified factors. However, a primary element appears to be the number of orders placed from the preceding issue. Stephenson (1969: 185) claimed that the T. Eaton Company usually published two million issues in any one edition with large seasonal catalogues valued at two dollars each. He also claimed that in 1969 the T. Eaton Company maintained "that one Canadian in every three . . . coveted Eaton catalogue articles enough to cause regular orders to be 'put in for them'" (Stephenson, 1969: 185).

When executives of both Eaton's and Simpsons-Sears were interviewed they left the impression that they considered both companies to be approximately equal in the total number of catalogues issued and in the value of the resulting sales generated by these catalogues. Obviously then catalogue sales are important and using Stephenson's figures as a conservative indicator it can readily be seen that on a yearly basis each company would spend over eight million dollars in production costs for their two big seasonal catalogues alone.

In the larger urban areas of Canada the catalogues are delivered to the homes of the regular users by a private agency hired on a contractual basis. In the smaller places the catalogues are kept at the respective Catalogue Sales Offices for the known patrons to obtain when

they come in to receive a previously ordered good. Since the demand for both Eaton's and Simpsons-Sears' large seasonal catalogues far exceeds the available supply, limited numbers of new catalogues are kept at the Catalogue Order Offices and Catalogue Order Desks for general distribution to prospective patrons.

Both Simpsons-Sears and Eaton's have the stated policy that if a consumer purchases over twenty dollars worth of goods from one seasonal catalogue then a copy of the next seasonal catalogue would be reserved for her or delivered to her home.¹ However, the actual limitations on the release or distribution of catalogues is confidential and is more complicated than the above twenty dollar minimum formula. The basis for eligibility appears to vary regionally across the country and is apparently based on a combination of frequency of orders over a specific period and the total value of catalogue (and/or in-store) purchases over the same or a different period.

Research findings on the actual or relative value of purchases stimulated by department store catalogues are closely guarded corporate secrets. Obviously, in the larger centres which possess Simpsons-Sears and Eaton's stores the catalogues directly help to stimulate in-store sales. Both companies have established Catalogue Order Desks in their retail stores and often if a particular good is not available through the store it can be obtained through the catalogue (and vice versa). Recently, senior company officials of the T. Eaton Company have inferred that it is unrealistic to consider catalogue and in-store sales separately because the catalogues stimulate both kinds of

¹ Company officials for both stores claim that women are by far the majority of both department store shoppers and catalogue users.

buying (Fell, 1972: 33).

In many of the smaller communities one or both companies have established Catalogue Sales Offices which handle all the catalogue orders for that community and its trading area. Sales figures for Catalogue Sales Offices (C.S.O.'s) are not published by Statistics Canada. This is because there are only the two companies which have networks of C.S.O.'s and any disclosures would transgress Statistics Canada's rules on confidentiality.

"It is a generally accepted practice to blank out information which is based on fewer than three respondents on the assumption that any two respondents of a particular kind might easily know of each other and hence, if a statistic based on two respondents were published then any one of the two could subtract his own report from the published aggregate and would thus deduce the quantity reported by the other." (Fellegi, 1970: 7)

The result of this duopoly is that it is impossible to calculate the importance of sales directly attributable to the department store catalogue operations of Eaton's and Simpsons-Sears.

1.4 The Hypotheses

This study of the shopping attitudes and behaviour of known catalogue users was undertaken because the act of remote purchasing through the use of department store catalogues raised many unanswered questions concerning the spatial implications of that act. Many of these questions were able to be put into the form of hypotheses concerned with particular aspects of the shopping behaviour of known catalogue users. In fact, many of the questions and hypotheses could have been extended to the whole population of consumers. However, it was decided at the outset to restrict the study to a defined market segment (known catalogue

users) and apply the hypotheses strictly to them to see if significant differences could be observed in this population in different urban locations.

The actual hypotheses which developed from the original questions and literature review are introduced below. They then are elaborated upon in later chapters depending whether they relate toward attitudes towards shopping (Chapter Four), in-store shopping behaviour (Chapter Five), or catalogue shopping behaviour (Chapter Six).

As a preface to this study on remote purchasing through the use of department store catalogues there is a chapter devoted to the question: How does remote retailing through the use of department store catalogues relate to existing spatial theory?

1.4.1 The Growth and Development of Remote Selling By Department Store Catalogues in the Prairie Provinces

Explaining why an innovation failed is often much easier than accounting for its success. The enormous success enjoyed by the department store catalogues in Western Canada can be attributed to many factors; economic, social, historical and spatial. Some of these factors are discussed in Chapter Three which is concerned with the past and present spatial aspects of the marketing of goods on the Prairies through the use of department store catalogues.

The settlement of the Canadian West was quite different from that which occurred south of the border. This was partly due to the fact that in Canada the major settlement followed the establishment of the railways rather than preceding them. However, one similar factor was that in each country there was a focal point through which the settlers

passed on their way to the continent's interior. In the United States this focal point was St. Louis, Missouri and in Canada it was Winnipeg, Manitoba. Both cities became known as 'Gateways to the West'.

The complete dominance of Winnipeg over the other Prairie cities during the first decade of this century was reflected in that it was chosen as the site for the first T. Eaton Company expansion outside of Toronto. This occurred in 1905 when Eaton's built a huge catalogue warehouse in downtown Winnipeg to serve as the headquarters of their western operations.

Thus, because of the dominance of Winnipeg, and the decision of Eaton's to locate there it was hypothesized that on the Prairies at least:

that the success of the original mail-order department store operations could be better explained by Burghardt's (1971) hypothesis on the role of Gateway Cities than by Christaller's Central Place Theory.

However, it was believed that once the settlement of the Prairies had reached the stage that a hierarchical system of central places existed the above hypothesis would no longer hold true. Therefore, it was also hypothesized:

that all the later changes in the department store catalogue operations, including the establishment of Catalogue Sales Offices was a direct result of the development of a central place network in the Canadian Prairie Provinces.

Both the above hypotheses are examined in detail in Chapter Three which traces the development of catalogue ordering facilities in the Provinces of Manitoba, Saskatchewan and Alberta.

1.4.2 Urban Consumer Use of Department Store Catalogues

In the several talks held with the executives of both Eaton's and Simpsons-Sears they emphasized that the rapid process of urbanization

on the Prairies has not decreased the demands for department store catalogues and currently by far the greatest majority of users of department store catalogues live in urban or suburban areas. This has raised the question: Why would people shop by catalogue when they live in the areas with the most accessibility to alternate forms of retailing?

It has been suggested (Stephenson, 1969: 187) that people use department store catalogues because it is 'convenient'. In this study it is hypothesized that there are many reasons why people use catalogues, and that only some of them can be explained by convenience. It is further suggested that these reasons could be identified and that many of them could be related to the size and relative location of the catalogue user's own community. To test this idea the attitudes and behaviour of catalogue users in Edmonton, Camrose and Vermilion are examined. The actual hypothesis is:

Location does affect the use by consumers of department store catalogues in that regular catalogue users in different urban areas use the catalogues for different reasons, some of which are a reflection of their location.

1.4.3 Attitudes of Catalogue Users

The decision to use a department store catalogue may or may not be a rational act. To discover if the attitudes of known catalogue users towards shopping in general had any influence on their decision to use catalogues it was hypothesized:

that sets of attitudes towards shopping can be identified for the total sample of catalogue users.

Secondly,

that the composition of the attitude sets is different for each sample and that this difference can be related to location.

Both the above hypotheses are presented in Chapter Four which is concerned with the basic attitudes towards shopping held by the sampled known catalogue users.

Two other hypotheses are considered in Chapter Four, and while actually behavioural rather than attitudinal questions, they are placed in this chapter because it is thought that they will help to explain some of the underlying motivations for catalogue use by urban residents. The first hypothesis is:

that known catalogue users who live in cities show a propensity towards wanting to shop quickly which is not shared by catalogue users who live in the smaller urban places.

This hypothesis was chosen because it was believed that one reason that a person in a city might use a catalogue was that it could be considered a time saving device for a busy housewife or career girl. Thus, by discovering the attitudes towards 'shopping quickly' it was felt that if differences were observed between the three groups then they might directly lead to different factors accounting for the use of catalogues in different sized central places.

The second behavioural-attitudinal hypothesis was:

that known catalogue users in urban locations wait until they need several items before making a shopping trip.

This hypothesis, while directly behavioural, was aimed at determining the impetus needed to generate a non-food shopping trip. If it was found that many of the urban catalogue users delayed shopping until several items were needed then it was thought that this delay could be related to catalogue use and that both the delay and the

catalogue use could be explained by referring to such spatial factors as town or city size; distance from respondent to nearest department store and availability of public and private transportation.

The idea to study the basic attitudes of known catalogue users towards non-food shopping came from a study (Rich, 1963) in which all the services offered by department stores were examined from remote selling and remote purchasing points of view. Although department store catalogue operations were only touched on in Rich's study many of his investigations concerned remote purchasing by telephone. Thus, many of the following hypotheses resulted from applying the concepts of that study to department store catalogue operations.

1.4.4 In-Store Shopping of Known Catalogue Users

One of the major goals of this study was to determine if the in-store shopping patterns of known catalogue users varied with their location and when variations occurred to determine if they could be related to both catalogue use in these communities and to the differences in size and morphology of the three urban areas.

The study of the in-store shopping behaviour of known catalogue users started by returning to basic economic theory. Thus, one of the concepts that received close attention was Zipf's (1949) "Least Effort Hypothesis". This hypothesis was taken and widened to the form:

that catalogue users shop in a spatially rational fashion and will shop at the closest department store, regardless of the fact that it may not be the one from which they do most of their catalogue shopping.

The concept of 'spatial rationality' is an important one and it is discussed further in Appendix B.

Another hypothesis which developed from the above was:

that the distance that catalogue users are willing to travel is a function of the probability of getting the specific item required with the least amount of effort.

In addition to the ideas obtained from Rich's or other marketing studies many of the hypotheses were developed from the preliminary investigations into the subject of catalogue use by urban residents. One of these was:

that catalogue users in the larger central places shop more frequently than those in the smaller communities.

The above hypothesis was presented because an initial survey of known catalogue users showed that in the largest urban area catalogue shopping appeared to accompany a fairly regular patronage of department stores, while in the two smaller areas catalogue use apparently replaced in-store shopping.

Two other hypotheses are considered in Chapter Five. Both of these are concerned with the relationship between telephone ordering for catalogue items and telephone ordering for store merchandise. This first hypothesis states:

"that regular catalogue users who order catalogue items by telephone will also order in-store items by telephone."

The second hypothesis holds:

that city residents who are regular catalogue users are more likely to shop by telephone for in-store goods than are those who live in towns and villages.

The above five hypotheses are examined in an attempt to assess the spatial implications for normal retail operations by the use of remote purchasing through department store catalogues.

1.4.5 Catalogue Shopping

Shopping from the home by telephone from department store catalogues is a mode of retail shopping behaviour that has many spatial implications. The complete lack of physical movement reduces the shopping trip to a point instead of a series of linked journeys. The combination of an in-store shopping trip and a remote purchase or order from a Catalogue Sales Office also has spatial implications which must be examined. The length and severity of the Prairie winters increase the effort needed to make a shopping trip. If other national retailers decide to switch to a remote purchasing approach by the use of catalogues or a combination of television advertising and telephone ordering then the number, frequency and extent of in-store shopping trips could be seriously reduced in all urban areas.

The following section is devoted then to stating the hypotheses directly concerned with catalogue use by urban residents. Thus, the first hypothesis in this section pertains to the 'perceived risk' element of remote purchasing through the use of department store catalogues. Thus it is hypothesized:

that regular catalogue users do perceive risk in remote purchasing through department store catalogues and the items that they most frequently purchase are those which contain the least perceived risk. This factor is not related to the location of the known catalogue user doing the purchasing.

The relationship between catalogue ordering and telephone use is further explored and it is suggested:

that regardless of location all catalogue users who usually ordered by telephone would also use the telephone a lot during the day for other purposes.

This was suggested because Rich found this to be true in his survey of women who ordered items from department stores by telephone. (Rich, 1963: 79.)

Likewise;

that city and suburban catalogue users do more catalogue shopping by telephone than the catalogue users who live in the smaller urban areas.

Another hypothesis along the same line also developed from Rich's (1963) findings on the relationship between remote purchasing by telephone and the use of department store credit facilities. This hypothesis is:

that city residents are more likely to have a charge account with the department store whose catalogue they use the most than are catalogue users who live in the smaller villages and towns.

Many hypotheses developed from the discussions with the various department store executives and catalogue users. Among these was:

that there is a marked seasonality to department store catalogue ordering, regardless of the location of the consumers doing the ordering.

Now while it is readily admitted that all shopping is seasonal the above hypothesis is considered in detail in Chapter Six because it is believed that this aspect has been overlooked in previous spatially oriented consumer surveys. The initial investigations into consumer use of department store catalogues indicated that these previous studies had probably underestimated the total amount of remote purchasing done through department store catalogues; the proportional share of the total retail market belonging to remote purchasing; and the degree of catalogue use in the busy Christmas shopping season. Thus, it was

hypothesized:

that catalogue shopping accounts for a considerable proportion of the total yearly non-food shopping done by known catalogue users and that in the smaller communities they comprise a major proportion of the total population.

The literature review (especially Stephenson, 1969) combined with the results of the preliminary survey suggested that one factor which could account for the use of department store catalogues in urban areas was:

that use of a catalogue by a present user's mother could be an important factor in accounting for the acceptance of this form of retailing by the present user.

Also, the initial discussions with known catalogue users revealed that once they had decided to use one department store catalogue they availed themselves of the opportunity to use the catalogues of both the major companies. Thus, it was hypothesized:

that regardless of location, a substantial percentage of known users of Simpsons-Sears catalogues also used Eaton's catalogue enough to receive copies of seasonal catalogues; but that they still did the majority of their catalogue shopping from Simpsons-Sears.

A further hypothesis concerning the actual type of article purchased was:

that although the motivational basis for using a department store catalogue may vary with the location of the user's community, the actual types of articles most commonly purchased through department store catalogues does not.

In other words, the above hypothesis attempts to prove that the type of good most commonly purchased was substantially the same in the different communities studied. However, the reasons for purchasing

these articles through department store catalogues changed with the size and location of the user's home community.

Thus, one of the most important of all hypotheses is:

that regular catalogue users can determine and rank in importance their reasons for shopping by catalogue and that these reasons differed with the size and location of the user's home community.

Another important hypothesis pertains to the potential lack of mobility of many of the urban catalogue users. This hypothesis was presented in the form:

that if people prefer to shop in person, but for any number of reasons are prevented from doing so, then the catalogue could be considered an alternate shopping route.

This hypothesis was applied to all the study areas to see if the catalogues were the major methods of obtaining needed articles where, for one reason or another, shopping in person was difficult. Many factors relate to a lack of mobility (such as: old age, young children at home and lack of private or public transportation). Thus, the following hypotheses are presented to explore the relationship between catalogue use and lack of urban mobility.

The first hypothesis is:

that in all the samples a large proportion of catalogue users are women with young children at home.

This hypothesis developed again from the combination of the results found in the previous literature on catalogue users and from the impressions gained in the initial survey.

Another hypothesis was related to the relative isolation caused by the lack of a car and it was felt that this could be

particularly significant in the largest urban area sampled. Therefore, it was hypothesized:

that in the largest urban area considered the lack of available private transportation was a factor in the urban use of department store catalogues and that in the smaller communities this is not an important reason for catalogue use.

Finally, three hypotheses were formulated which indicated that there were no direct associations between the use of catalogues and certain socioeconomic conditions. These hypotheses arose from a combination of the results obtained by Rich (1963) with the findings of the preliminary sample of known catalogue users.

First it is hypothesized:

that there is no significant relationship between the use of department store catalogues and the occupation of the chief family wage earner.

This hypothesis was developed to see if some of the residents in the smaller urban areas were still farming, but now living in an urban setting. Also it was thought that a significant relationship might be revealed between the lack of private transportation, the occupation of the chief wage earner and the total family income group (see below).

Also, it was thought that in spite of the prior knowledge that many catalogue users were women with young children that there would be enough working and retired catalogue users sampled such:

that there is no significant relationship between the use of department store catalogues and the age of the users.

Finally, it was hypothesized:

that there is no significant relationship between the use of department store catalogues and the total family income of a family of known catalogue users.

This hypothesis was also directed at discovering if there were significant differences between the three sample areas in the basic composition of the population of catalogue users. Again, it was hoped that if these differences did exist they could be related to other varying factors in accounting for the use of remote purchasing through catalogues in urban areas.

The above then are the major hypotheses used in the following study. The areas in which they were examined and the methods of analysis are presented in the following chapter.

1.5 Summary

The purpose of this introductory chapter has been to present the hypotheses which formed the basis of this study of the spatial implications of remote purchasing through the use of department store catalogues. The chapter began with a short discussion of how the study originated and a review of the conceptual differences between remote selling and remote purchasing. An introduction to department store catalogues was presented with direct reference to the two major Canadian department store catalogues.

The hypotheses were presented in the order that they are considered in the following chapters. The first two hypotheses pertained to the remote selling aspects of department store catalogues and were concerned with the links between remote retailing and the existing spatial theory. The third hypothesis presented was the basis

for the survey of the shopping habits of known catalogue users. The other twenty-five hypotheses were directly concerned with different aspects of the questionnaire survey of known catalogue users. Four hypotheses pertained to the general attitudes towards shopping held by the sampled catalogue users while five related to their in-store shopping behaviour. The other sixteen hypotheses examined different aspects of the use of catalogues by urban residents.

CHAPTER TWO

THE METHODOLOGY EMPLOYED TO TEST THE HYPOTHESES

2.1 Introduction

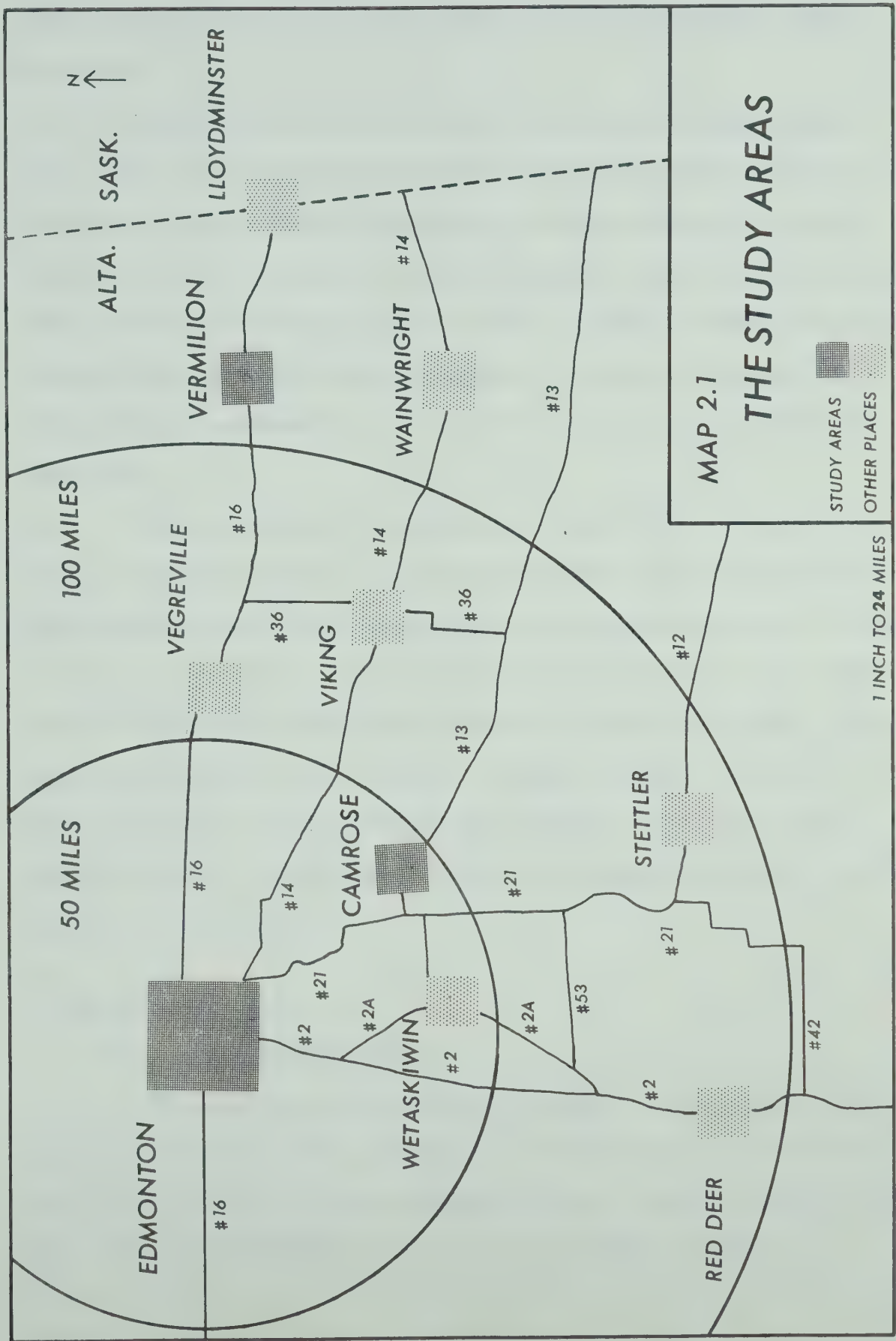
This chapter is concerned with the methodology used to test the hypotheses presented in the first chapter. In the following sections the locations in which the hypotheses are examined is presented first. This is followed by an explanation of the data sources and the methods used to sample the remote purchasing source lists. In the latter part of the chapter the constraints on the data are considered along with the actual data collection techniques. The chapter concludes with a discussion of the sample sizes and the methods used to test the hypotheses presented in Chapter One.

2.2 The Study Areas

The Prairie Provinces (Manitoba, Saskatchewan, Alberta) were chosen as the study area for the testing of the first hypothesis because, like their counterpart states to the south, their topography permitted the orderly development of a central place network with the initial trading area dominated by one gateway city, Winnipeg.

The study areas for the hypotheses pertaining to the urban catalogue users were restricted to Alberta. These were the cities of Edmonton and Camrose and the town of Vermilion (see Map 2.1).

Edmonton, with a 1971 population of 438,152 was chosen because it was the dominant central place in the area with a downtown core shopping area and several regional shopping centres. Thus, it was felt that the people in Edmonton who were regular catalogue users were using



the catalogues for reasons other than a lack of alternative shopping facilities.

Camrose was chosen because it was a well developed central place with a mixed economic base within the day-trip zone of Edmonton (Donaldson, 1965). It was thought that the basic reasons for using department store catalogues in Camrose were that there were many goods that could not be purchased locally either because the demand threshold was below the economic range of supplying the good; or because catalogue ordering compensated for a limited selection of the available commodities.

The selection of Vermilion was solely based on the fact that it is a relatively isolated agriculturally based central place outside Edmonton's day-trip zone. It presented the opportunity to test a market in which farm families (either retired or active farmers) were a major segment of the town's population (Gordichuk, Jackson and Samuel, 1971: 5). Vermilion appeared to be a location in which catalogue use would be attributed to the limited shopping opportunities in the town itself combined with the distance factor which discouraged day trips to either Edmonton or Lloydminster.

2.3 Data Sources

2.3.1 Remote Selling Data

The data used in the following chapter on the remote selling aspects of department store catalogue operations was supplied by both the T. Eaton Company Ltd. and Simpsons-Sears Ltd. Also, additional population figures were taken from the 1921-1971 Canadian Census.

The historical information was sent from the Company Archives of both the above department store chains. The locations of the present Catalogue Sales Offices were obtained from lists contained in both companies 1971 Fall-Winter Catalogues.

Correlating Census figures with store opening dates presented some difficulties. Thus, if a store was opened in the last third of one decade or the first third of the next the actual Census figure (to the nearest hundred) was used in the analysis. However, if a store opening occurred in mid-decade and no mid-decade Census figures were available then the figure taken was the average of the two Census figures (to the nearest hundred). The Census figures were taken to the nearest hundred because more precise figures were not required in the analysis of the distribution of the Catalogue Sales Offices on the Prairies.

2.3.2 Remote Purchasing Data

The source lists of known catalogue users were only supplied by one of the major catalogue companies, Simpsons-Sears. Due to the confidentiality of these lists it was impossible to obtain a complete list of the users of Simpsons-Sears catalogues in Edmonton and for this reason a rather involved systematic random sampling technique was employed in the Edmonton survey. The source lists then were randomly sampled for each community and a personally conducted structured questionnaire was administered to the sampled catalogue users.

2.4 Sampling Techniques

2.4.1 Edmonton Sample

Since Simpsons-Sears would only supply the names of their

regular catalogue users on a street basis it meant that a system had to be devised that permitted both a random selection of the city streets and also gave those parts of the city which had a greater proportion of the total population a greater chance of being chosen. Since the 1966 Census contained data on the number of households within each of Edmonton's sixty-three Census Tracts these Census Tracts were weighted according to the number of households in each. Once the Census Tracts were ranked they were randomly sampled. After the Census Tracts were sampled it became necessary to randomly select a street within each Tract to represent that Tract and thus that part of the City. At this point it was estimated that there would be enough catalogue patrons dwelling on that street within the given Census Tract to form the basis of the sample population. This is what in fact occurred in the majority of the chosen Tracts.

The streets were randomly sampled by placing a numbered grid (approximately one block size per grid unit) over a city map of the respective Census Tract. The centre of each grid was marked and each grid was numbered. Tables of random numbers were again used to generate digits. The streets chosen to represent their Census Tracts were the ones first found exactly under the centre of one of the randomly selected numbered grids.

Since at this point there was no indication of the total number of catalogue users, randomly chosen streets were selected for all the sampled Census Tracts. It never occurred, but if a street was sampled in more than one Census Tract then it would have been used to represent both. Also, it was decided that it appeared that there would

be more than enough names generated from the first half of the randomly sampled Census Tract. Thus, it was requested that Simpsons-Sears only supply the names for its catalogue patrons who lived on the streets representing the first half of the sampled Census Tracts. The accompanying table (Table 2.1) shows the chosen Census Tracts with their representative streets.

The final step was to sample from the printed street lists sent by Simpsons-Sears. In all cases, at least five names were selected per street. If only five or less were listed for a particular street then they were taken. If more than five names were listed, every second one was taken until ten were chosen. The first five of these were to be sampled and the second five were to serve as replacements in case of refusals.

Three times the case arose where there were so few names per given street that it was not possible to obtain five interviews from that street. Since the street address lists were supplied for the whole city, regardless of Census Tract, they were examined to see if additional catalogue patrons could be found within the Census Tracts with too few names. This method proved to be successful in all three cases that it had to be employed in this study.

2.4.2 Camrose Sample

The sampling techniques used in the Camrose Study Area differed from the Edmonton survey because the complete list of all Simpsons-Sears regular catalogue users was available for sampling. This list was comprised of approximately one thousand names and if each name can be taken to represent one household, it means that approximately over

TABLE 2.1

EDMONTON SURVEY - LIST OF SAMPLED CENSUS TRACTS AND THEIR
REPRESENTATIVE STREETS

<u>RANDOM SAMPLE</u>	<u>CENSUS TRACTS</u>	<u>STREET</u>
1	30	81st. Street
2	1	109th. Avenue
3	53	84th. Street
4	2	134th. Avenue
5	6	121st. Street
6	11	113th. Avenue
7	12	114th. Avenue
8	49	44th. Street
9	16	Ada Boulevard
10	39	107th. Avenue
11	26	Strathern Drive
12	14	110th. Avenue
13	19	105th. Street
14	18	124th. Street
15	47	73rd. Street
16	38	109A. Avenue
17	59	163rd. Street
18	60	94th. Avenue
19	61	154th. Street
20	28	Saskatchewan Drive

one-third of the households in Camrose are regular users of Simpsons-Sears catalogues.

Since the distribution of catalogue users was relatively uniform for all residential parts of Camrose, it was possible to randomly sample all the streets in the City. The sampling process was completed after it was considered that it would generate over two hundred names. The list of prospective samples was obtained by taking every fifth name from the chosen street lists until one hundred had been obtained. With the exception of a few replacement samples, the fifty actually interviewed were from the first fifty samples taken from the above street list.

2.4.3 Vermilion Sample

The computer printout of the names of the Simpsons-Sears regular catalogue users in Vermilion gave each person's Post Office box number rather than their street address. This meant that it was difficult to tell the people who were resident within the Vermilion townsite area itself from those who lived on farms in the neighbouring vicinity. The local postmaster was able to supply some, but not all, of the exact street locations. This meant that a third stratified random sampling technique had to be devised for the Vermilion sample.

Following in the same fashion as the Camrose survey, a list was made of the various streets and avenues in Vermilion. This list was randomly sampled until it was thought that enough streets had been selected to generate one hundred names. The streets were then taken in the order sampled. In the case of an avenue, the house at the extreme south-east end was used as a starting point; likewise for the house located

on the furthestmost north-west corner of the street. Then working west (and south) every third house was sampled, if and only if, the female head of the household replied in the affirmative to the question "Do you have a Simpsons-Sears 1971 Fall-Winter Catalogue?"

As soon as three interviews were completed for any one street then the next street on the list of randomly sampled streets was used and this procedure was repeated until thirty-five people were sampled.

2.4.4 Sampling Constraints

There were three key constraints placed on the composition of the sample universe. First, all sampling was restricted to the urban limits of Edmonton, Camrose and Vermilion. Secondly, the sample population contained only known users of Simpsons-Sears catalogues. Thirdly, only female heads of households were sampled.

The study was restricted to the urban areas since the underlying hypotheses were urban oriented. The analysis does not attempt to make a comparison between urban and rural catalogue users. Also, it was thought that more insight could be gained from a spatially oriented study of a group of known catalogue users which represented one unique segment of the total retail market than from either a random survey of all consumers, or a comparison survey between known catalogue users and known non-catalogue users. While the latter approach offered several advantages in comparing consumer attitudes towards catalogue shopping and actual shopping, it contained the difficult problem of first determining the location of known non-catalogue users and then randomly sampling this population.

The study was restricted to women because they are known to

be by far the main users of department store catalogues. This attempt to reduce the variance in response is in keeping with the studies of Rich (1962) and Bucklin (1967).

The sampled women were all regular users of Simpsons-Sears Catalogues because to receive a major seasonal catalogue it is necessary to submit orders on a regular basis and spend a minimum amount of money over a certain period. The exact dollar amount and the time period involved are carefully guarded corporate secrets. However, it appears that for the areas involved in this study the following would be a fair approximation. The person who receives a major seasonal catalogue from either company must order on a regular basis and spend at least twenty dollars over a four month period.

2.4.5 Data Collection Techniques

The remote purchasing portion of this study was based on a structured questionnaire administered through personal interviews. As previously mentioned, many of the questions that pertained to attitudes towards all forms of shopping, actual shopping behaviour, and socio-economic factors, were taken directly from Rich's (1963) questionnaire. The use of Response Cards in the form of Likert Scales helped to regulate the responses and permitted cross-tabulation of the different response groups.

The questionnaire was divided into four sections. The first part was primarily concerned with attitudes towards shopping, the second with actual shopping behaviour, the third with catalogue shopping and the fourth with socio-economic factors. The questions used in the questionnaire are contained in Appendix C. This Appendix also indicates

which questions were omitted from the different surveys and those questions that were excluded from the following analysis because they either contributed little or no explanation, or later proved irrelevant to the purpose of this study.

2.5 Sample Sizes and Sampling Bias

2.5.1 Sample Sizes

Since the sampling process used a spatial randomized sampling technique, and the questionnaire primarily involved non-parametric variables, it meant that significant results could be obtained with smaller than usual sample sizes.

At first, the goal was two hundred interviews for Edmonton, one hundred for Camrose and fifty for Vermilion. Interviewing commenced on October 4, 1971 and was completed on December 18, 1971. Questions Nine and Fourteen on the questionnaire made it a necessity that interviewing had to be completed before the end of December 1971.

Unfortunately, a higher than expected refusal rate, a longer period spent completing each questionnaire and a bitterly cold spell in December combined to limit the actual size of the three samples. In the final analysis one hundred completed questionnaires were analyzed for Edmonton, fifty for Camrose and thirty-five for Vermilion.

2.5.2 Sample Bias

While the total sample size was one hundred and eighty-five, the actual variation in the type of catalogue user sampled was less than actually happens to exist. To begin with the samples were restricted to women and the success ratio for "call-backs" for people who were not at

home during the daytime period was extremely low. Re-sampling was only undertaken when these "call-backs" failed to produce a complete questionnaire.

Judging from the proportion of daytime versus evening ref sales it appears that the regular catalogue patrons who were not at home during the day were a different "set" of people from the typical housewife with several children who comprised the largest proportion of the daytime sample. The few successes in evening interviewing left the impression that women who are only home in the evening work all day and use the catalogues because they place a high value on their free time and do not wish to spend it shopping (or answering questionnaires).

Thus, it should be noted again that the actual sample upon which this study is based is really the sub-set of women who use Simpsons-Sears catalogues who are usually at home during the day (that is elderly, retired or widowed women and young housewives with children).

2.6 Methods of Analysis

The remote selling hypotheses were analyzed by comparing the actual growth of catalogue ordering facilities in Western Canada with the concepts of retailing contained in the Gateway Hypotheses and Central Place Theory. This was done by using a combination of historical documentation and statistical verification.

In the consumer survey the comparison of results obtained by various cross-tabulations provided the primary method of analysis of the data obtained from the questionnaires. Cross-tabulations were done between most of the questions within each community and for the individual

questions among the three study areas. Additional comparisons were made for selected questions for all the questionnaires combined.

The data obtained from the questionnaires was recorded on punched cards for analysis by computer. The computer programme used in the analysis was the cross-tabulation section of The Statistical Package for the Social Sciences. This programme produced the various proportional percentages as well as the actual numbers contained within the compared groups. In addition the programme analyzed the data in the form of various non-parametric test statistics (eg. Chi Square). When the results of these tests contributed to the explanation of the comparisons they were included in the following analysis.

The Chi Square test statistic was also chosen because it appeared to be the best way to handle this particular type of nominal data and because it had been used successfully before by other researchers, (eg. Rich (1962), Collazzo (1963)). In fact, until the availability of computers with a large core storage made factor analysis popular most marketing and geographic studies which had to use a non-parametric test statistic used Chi Square. Factor analysis was not considered feasible for this study due to both the smallness of the size of the total sample (185) and the smallest sample (35). Thus, in relation to other possible non-parametric tests it was considered that for most of the data anything more highly powered than cross-tabulations accompanied by the Chi Squares would have been applying a sophistication above the limits imposed by the available data.

2.7 Summary

The purpose of this chapter was to outline the methodology used

in this study. The study areas were presented along with an account of the reasons behind their selection. The sources of data and the techniques used to obtain the samples for the remote purchasing study were examined for each of the three study areas. This was followed by a discussion of the types of constraints that were imposed on the remote purchasing study. The chapter concluded with a presentation of the methods used in the analysis of the hypotheses presented in the first chapter.

CHAPTER THREE

REMOTE RETAILING IN WESTERN CANADA THROUGH DEPARTMENT STORE CATALOGUES

3.1 The Mail-Order Aspects of Department Store Catalogues: A Literature Review

A review of the literature on mail-order retailing showed that most of it focused on the remote selling aspects. References to catalogue ordering were usually found within a history of a particular department store or mail-order house. The only study of this type that pertained to Western Canada was the previously mentioned history of the T. Eaton Company Ltd. (Stephenson: 1969). Another useful book for general information is The History of the Department Store (Ferry: 1960) which contains pages on both Simpson's and Eaton's early growth. The most exhaustive study of a mail-order house turned department store chain is Emmet and Jeuck's (1950) account of the corporate growth of the Sears Roebuck Company.

Aside from these general texts there is a paucity of information on mail-order selling that would be of interest to geographers. An article entitled "The Influence of Geographic Factors on the Mail-Order Business" by I. Heine (1936) and a M.A. Thesis, "An Introductory Study of the Role of the Mail-Order Business in American History, 1872-1914" by R. Rips (1938) are among the few early studies on this topic.

The literature on remote purchasing by mail-order was often contained in newspaper articles and local histories. These accounts were usually of a very general nature and there was very little of it that appeared to be applicable to the following study. However, one of the

few scholarly works to consider remote purchasing was the previously mentioned study by Murdie (1965).

Murdie was concerned with analyzing the relative mobility of two groups, Old Order Mennonites and 'modern' Canadians. Using Berry's (1962) paper as a framework he compared the two groups with regard to the place and the frequency of visits for the purchase of eight goods and services. He formed sixteen multiple regression problems, one for each good or service for each group. One of the eight independent variables that he used was a binary choice (yes, no) variable with regard to a question about the use of mail-order. Murdie believed that the relative economic insignificance of remote purchasing was indicated by the low explanation that mail-order accounted for in his test of consumer interaction in Waterloo County, Ontario. He concluded from his findings that the limited use of mail-order services could be explained by the relative ease of mobility of rural residents in the high income Western societies. (Murdie, 1965: 213)

Murdie did find that mail-order was a significant factor in the purchasing of yarn goods and clothing for the Old Order Mennonite group. This relationship was, as expected, positive which indicated that the consumers who travelled furthest were more likely to use mail-order services. (Murdie, 1965: 226)

3.2 The Reasons For The Success Of The Mail-Order Catalogues In Western Canada

The success of the mail-order catalogue business in the United States has been seen as a product of the establishment of free rural

mail delivery in the U.S. in 1894. Proponents of this viewpoint consider the concept of rural free delivery to be the innovation rather than the mail-order catalogues. This logic cannot be applied to Canada where rural delivery was provided at no additional expense providing there were enough customers to justify the establishment of a Rural Route.

On the Prairies the majority of the rural population apparently did not send and receive mail-orders directly from their farms but combined a mail-order catalogue purchase with a shopping trip to the nearest central place with a Post Office.

As was mentioned in Chapter One many economic, social, historical and spatial factors could be cited in explaining the success of the department store mail-order catalogue business. However, the following three are particularly relevant to Western Canada.

First, the few local dry goods and hardware retail establishments could not compete with the mail-order catalogues in either selection or prices. Thus, it was natural that if a consumer needed a good that was not available locally he (or she) could obtain it through the catalogue at lower prices and from a wider selection than was possible from a small town store.

The second major factor in the early success of the department catalogues in the Canadian Prairies resulted from Eaton's famous pledge, "Satisfaction Guaranteed or Money Refunded". This was a brilliant marketing innovation aimed at reducing the consumers 'perceived risk' of shopping sight unseen. At a time of little or no consumer protection this practice was so successful in stimulating catalogue sales that it

was adopted out of necessity by Eaton's catalogue competitors first in Canada, and later in the United States. Today, it is still a vital factor in the continuing success of department store catalogue operations and its influence on the decision of consumers to shop by catalogue is considered in Chapter Six.

The third major factor which accounted for the success of the catalogue operations was the mail-order stores policies of covering the cost of the postage if the order was over a certain value. Thus,

"Parents would start planning their next 'catalogue' purchases, pondering which of their neighbours they should ask to share an order to make it big enough so Eaton's would pay the postage." (Stephenson, 1969: 44.)

The above three remote retailing marketing policies have proved to be so successful for the catalogue companies that even in 1969 the T. Eaton Company Ltd. could claim that four out of every ten homes between Fort William and Dawson City were served by their Winnipeg catalogue services. (Stephenson, 1969: 193.)

Thus, the effect of the above marketing practices meant that the mail-order business of the department store chains was serving the function of a large multi-purpose department store and the impact of this was not overlooked by the local small town merchants. Some responded by offering price leaders on special items.

"O.W. Hembling is selling binder twine for less money than you can buy from the T. Eaton Co. Leave your order now."

"Why send to Eaton's when Hembling sells for less money?" (Hembling was an implement dealer in Didsbury, Alberta.)

(Didsbury Pioneer: 13-4-10)

Sometimes the local papers would editorialize against the mail-order catalogue operations.

"Just at this time the mail-order house is active in flooding the country with big handsomely gotten up spring catalogues, quoting attractive prices on staple articles and making all sorts of big sounding claims for your cash. They do not offer to exchange goods for the farmer's eggs, butter, poultry or other produce. They don't trust a penny's worth, but make you pay before you get the goods and the freight besides. If anything is wrong with the goods or they do not suit, they will not exchange them for you. They pay no taxes into the town or district treasury, with which our schools are maintained, roads, bridges and sidewalks built. They do not contribute to our churches or charitable institutions." (Didsbury Pioneer: 20-4-10.)¹

This type of business discontent (primarily directed at the catalogue operations of the T. Eaton and Robert Simpson Companies) was not restricted to the early settlement period. During the Depression Years of the 1930's the failure of many small businesses and the lack of business opportunities in the small towns across the country were attributed to the catalogue marketing policies of the two above companies. A House of Commons Committee "The Special Committee on Price Spreads and Mass Buying" was formed to look into the marketing practices of the large retail firms. In the fall of 1934 this investigation was turned into a full Royal Commission. The Commission critized the large companies for expanding too rapidly in a time of economic hardship, but it did not recommend the abolition of catalogue selling. Even today, this resentment towards the catalogue operations of the big department store

¹ The above quotes were provided by Ms. Bodil Jensen from research for her M.A. Thesis: "The County of Mountain View, Alberta: A Study In Community Development 1890-1925," University of Alberta, 1972.

chains can be found among the members of the Chambers of Commerce of the smaller cities and towns in Western Canada.

3.3 Department Store Catalogue Operations on the Prairies - 1905-1927

The growth of remote retailing by department store catalogues, from mail-orders filled in Toronto to telephoned orders placed with the nearest Catalogue Sales Office, has taken over a half century to achieve. It most probably would have occurred more quickly except for the fact that the original mail-order business was so successful that the companies were loath to change their marketing structures.

The first changes in marketing occurred in 1905 when the T. Eaton Company Ltd. established a store and catalogue warehouse in Winnipeg to serve its Western Canadian customers. Mail-orders were still the mode of operation and deliveries were either sent by mail to the farm or held at the nearest Post Office for the predominantly rural customers.

In 1916 the Robert Simpson Company followed Eaton's lead in Western Canada by locating regional warehouses in Regina and Saskatoon. These two cities were by that time considered to be more central to the whole of the Prairies than was Winnipeg which was starting to lose its dominant function. Eaton's must also have had second thoughts on the importance of Winnipeg because they opened a catalogue warehouse in Saskatoon in 1916.

The following section offers a theoretical explanation for the rapid acceptance and use of department store catalogues in Western Canada between 1905 and 1927. In this period of twenty-two years the homesteaders

satisfied a large proportion of their material needs by the use of the department store's mail-order services.

3.4 Department Store Catalogues and Spatial Theory

It is difficult to explain the success of the mail-order catalogues by reference to Central Place Theory. This is because Central Place Theory is based on the concept of consumer movement to obtain goods and services. Mail-order activities minimize or eliminate the necessity for consumer movement for many commodities. Thus, problems arise in trying to consider mail-order catalogue shopping in terms of central places. This is because when a consumer wishes to obtain a desired good, he/she could discount the distance to the nearest central place in which the good could be obtained against the time period involved in having the good sent by mail to the nearest Post Office or directly to the farm. However, this reasoning only holds if the price of the good is the same in both cases. This usually is not the case with the mail-order price being slightly to substantially below the regular retail price.

According to Christaller (trans. 1966), Central Place Theory holds that a hierarchy of settlements exists with the smaller places supplying the most commonly purchased items while the larger villages, towns and cities each provide the services of the levels below them while adding functions not offered before. The function of supplying the retail commodities offered in the department store catalogue is usually handled by small department stores, general stores and speciality shops located in the 'town sized' central places. Mail-order catalogues

made it possible for the rural consumers to shop directly in the highest ordered central place in the region without passing through the 'intervening opportunities' represented by the intermediate villages and towns in the hierarchy.

Possibly, one of the reasons why Central Place Theory does not contribute to the explanation of the success of mail-order retailing in Western Canada is because during the late 1890's and early 1900's the major settlements were closely tied to the locations of the trans-continental railway lines. Winnipeg served as the focus for the railways and the overwhelmingly dominant centre of a relatively incomplete central place hierarchy. Thus, for all intents and purposes, there was not a highly developed system of central places when the Canadian Prairies were being settled in the late part of the nineteenth and early part of the twentieth centuries. Winnipeg served as the focus for all the trade in the West and it was through Winnipeg that the settlers had to pass on their way to the vast expanse of prairie beyond.

Recently, a hypothesis has been put forth to suggest that 'Gateway Cities' (such as Winnipeg was at the turn of the century) should be considered independent from Central Place Theory because the functions of gateway cities (remote selling is one) are not typical of central places and that such cities developed before the settlement of the surrounding territory and thus predate the formation of a central place system. (Burghardt, 1971; Vance, 1971.)

Burghardt (1971) suggested that gateway cities;

" . . . tend to be between differing homogenous regions. In contrast, the central place . . . lies within a relatively homogenous productive region.

Although long distance ties are obviously present, the central place is characterized principally by local trade connections; although local ties are obviously important the gateway is characterized best by long distance trade connections." (Burghardt, 1971: 270.)

In his study Burghardt used Winnipeg as his prime example. Vance also considered these 'gateway cities' but he called them 'unravelling points'. He claimed that the combination of these 'unravelling points' and the diverse settlement patterns on the prairies led to the development of the mail-order service.

"The very distances between these basic towns means that in any hierarchical arrangement the next highest level of central place would be far distant from most customers. That would encourage the continuance of the pioneering pattern of the mail-order retailing or special ordering by retail merchants who have established business dealings with wholesalers located in a distant city." (Vance, 1971: 98.)

Vance also used the example of Winnipeg:

This discontinuity of the settled land in Canada combined with very late development in the Prairies to encourage a few large concerns to set out to apply the unravelling point idea to retail trade. The Hudson Bay Company had always served as a 'distributor' in this region, which had, until 1871, been their own Rupert's Land. T. Eaton and Company came west to join them. In either case, the idea was that of setting up a number of small shops or simple order offices to which a customer living in the dispersed farmland of the West could go, choose his goods for subsequent delivery. The orders were then collected into an unravelling point, usually Winnipeg. (Vance, 1971: 99.)

Vance's main thesis that Winnipeg serve as an 'unravelling point' is quite acceptable, given the theoretical basis recently published by Burghardt (1971). However, Vance is mistaken in his documentation of this fact. As was explained earlier, the first 'catalogue order office' west of Winnipeg was not opened until 1927, long after Winnipeg had lost much of its initial 'gateway' function. Also, since the

Hudson's Bay Company considered the mail-order catalogues their major rivals they never used catalogues or mail-order offices themselves. The Hudson's Bay Company always maintained a large inventory of goods at their smaller stores or 'Posts' as direct competition to the mail-order catalogue firms.

Vance suggested above that the reason for using mail-order catalogues was that the distance between existing central places was such that remote purchasing was encouraged. Burghardt reasoned that there was no fully developed central place hierarchy existing when the mail-order services were initiated. Both aspects were probably true, but theoretically Burghardt's argument is the more acceptable in accounting for the initial establishment and success of the department store mail-order catalogue business on the Canadian Prairies. However, once the initial settlement period was over and a more complete central place network existed the department store catalogue business altered. Eaton's, which had been alone on the Prairies from 1905 to 1915, was joined in 1916 by Simpson's who opened catalogue warehouses in Regina and Saskatoon in 1916. (Ferry, 1960: 313.) This showed that from a marketing point at least, the dominance of Winnipeg was lessened by the growth of the more 'central' places in the Prairies. Thus, it appears that the first hypothesis:

that the success of the original mail-order department store catalogue operations could be better explained by Burghardt's (1971) hypothesis on the role of Gateway Cities than by Christaller's Central Place Theory

is acceptable for the Western Canadian situation in the light of the preceding remarks on the growth of catalogue services in this area.

3.5 The Development of Catalogue Sales Offices

The first "Order Office" to open separate from either a retail store, factory, or catalogue warehouse was established by the T. Eaton Company in Oakville, Ontario in 1916.

The office was quite small and normally staffed by only a couple of Eaton girls furnished with the stores' current Toronto newspaper advertisements and supplement lists of sales articles. (Stephenson, 1969: 88.)

Thus, while this Eaton's store was the initial attempt at encouraging remote purchasing it was directly linked to a retail store, not a catalogue or mail-order operation. It was not until 1926 that the Company decided to make it a basis of catalogue sales.

"For the next five years the 47 department stores were matched by more than 100 order offices (later called Catalogue Sales Offices) some in centres where stores had just been opened.

Thus began an age of all out countrywide merchandising which for sheer scope, extravagance, variety and service has perhaps never been matched in any other nation on earth. (Stephenson, 1969: 89.)

In this respect it is interesting to note that while Sears and Montgomery Ward, the two big mail-order turned department store chains in the United States, had previously opened Catalogue Order Desks in their retail outlets, it was not until 1939 that they copied Eaton's idea of establishing Catalogue Order Offices in communities too small to justify retail stores. (Emmet & Jeuck, 1950: 460.)

The concept of a Catalogue Order Office (Catalogue 'Sales' Office, C.S.O.) is an important facet, not only of this section, but of the following chapters as well and the next section describes a typical C.S.O. The function and design of these remote retailing establishments have

remained substantially the same since their conception in 1926.

3.5.1 Catalogue Sales Offices

In Canada, most department store catalogue orders originate from consumers who either write, telephone or visit the Catalogue Sales Offices (C.S.O.'s) or the Catalogue Order Desks of the two big catalogue competitors. Catalogue Sales Offices are found in many of the smaller cities, towns and villages across Canada and are almost always found in mid-block locations on the main downtown streets. They are usually managed by a company trained woman who is occasionally assisted by one or two part-time personnel.

In practically every case noted to date, the interior of the C.S.O.'s can be divided into three distinct sections. The front third is a display area consisting of a few commonly purchased catalogue items (e.g. towels, sheets). These articles are often accompanied by a selection of infrequently purchased heavy goods (e.g. washers, driers). Accompanying these there are special feature displays (e.g. ten speed bikes, snowmobiles, and the like).

Once a customer has entered the store and moved past the display items she discovers that her further progress is blocked by a counter which stretches from wall to wall across the store. On top of the counter are several copies of the most recent seasonal catalogue accompanied by various smaller sales catalogues. Also, if the store receives many telephone orders there is at least one telephone prominently displayed on the counter. These telephones are positioned in such a fashion that the manager could handle both a counter and telephone order almost simultaneously.

Behind the counter and usually comprising half the store's total area are the storage areas for orders awaiting customer pick-up. Delivery services are not provided for the majority of items and in most areas served by C.S.O.'s the customers must come into the stores to pick-up and pay for their orders. It appears that the stores do not offer delivery service because of the costs involved in deliveries to rural areas. Personal observation has shown that people who enter a C.S.O. solely with the intention of picking up their order almost invariably look through the catalogues displayed on the counter with the result that they often order additional items.

Since there is little, if any, actual merchandise the C.S.O.'s can do a substantial amount of retail business using relatively little actual floor area. This means that in communities where the commercial assessment is based on total floor area the C.S.O.'s pay far less taxes than a regular retail outlet doing a comparable amount of business.

3.6 Catalogue Sales Offices and Central Place Theory

This section is concerned with the spatial aspects of remote selling through Catalogue Sales Offices in the period from 1926 - 1971. The public acceptance of Catalogue Sales Offices has meant that the basic marketing mechanism of Canadian department store catalogue operations has remained substantially the same. The only major innovation over the forty-five years since their invention has been the increase in telephone ordering from catalogues and this factor is considered in Chapter Six.

The second hypothesis stated:

that all the later changes in the department store catalogue operations, including the establishment of Catalogue Sales Offices, was a direct result of the development of a central place network in the Canadian Prairie Provinces.

In Section 3.3 it was shown that the decision to locate catalogue warehouses in Regina and Saskatoon probably resulted from the fact that these two cities were more central to the Prairies than Winnipeg and thus better placed as distribution centres. Stephenson (1969: 89) noted that once Eaton's decided to create Mail-Order Offices they established over one hundred in Canada in the five year period 1926-31.

Thus, when the second hypothesis was formulated it was believed that the research would prove that there was a strong relationship existing between the growth of urban places in the Prairies and the development of catalogue ordering facilities. However, Table 3.1 shows that of the over one hundred C.S.O.'s opened by Eatons in the five year period 1926-31 only eleven were located in the Prairies. In fact, it was not until 1958 that Eaton's had over fifty C.S.O.'s in the provinces of Manitoba, Saskatchewan and Alberta. Thus, the hypothesis:

that all the later changes in the department store catalogue operations, including the establishment of Catalogue Sales Offices, was a direct result of the development of a central place network in the Canadian Prairie Provinces

must be rejected.

Even though the above hypothesis was proved false the present day existence of at least one Catalogue Sales Office in almost every Prairie community of over one thousand indicates that the presence of a

TABLE 3.1

DIFFUSION OF CATALOGUE SALES OFFICES IN THE PRAIRIE PROVINCES

E - EATONS S - SIMPSONS AND SIMPSONS-SEARS (1953)

YEAR	MANITOBA		SASKATCHEWAN		ALBERTA		TOTAL		
	E	S	E	S	E	S	E	S	E & S
1917	1	-	-	-	-	-	1	-	1
1926	-	-	1	-	-	-	1	-	1
1927	1	-	1	-	1	-	3	-	3
1928	1	-	1	-	1	-	3	-	3
1929	2	-	-	-	2	-	4	-	4
1930	-	-	-	-	-	-	-	-	-
1931	-	-	-	-	-	-	-	-	-
1932	-	-	-	-	-	-	-	-	-
1933	-	-	-	-	-	-	-	-	-
1934	-	-	-	-	-	-	-	-	-
1935	-	-	-	-	-	-	-	-	-
1936	-	-	-	-	-	-	-	-	-
1937	1	-	1	-	-	-	2	-	2
1938	-	-	-	-	1	-	1	-	1
1939	-	-	-	-	1	-	1	-	1
1940	-	-	-	-	-	4	-	4	4
1941	-	1	-	-	1	-	8	1	9
1942	-	-	7	-	-	-	-	3	3
1943	-	-	-	3	-	-	-	-	-
1944	-	-	-	-	-	-	-	-	-
1945	-	-	-	-	-	-	-	-	-
1946	1	-	2	-	-	-	3	-	3
1947	-	-	-	-	2	-	2	-	2
1948	-	1	-	-	1	-	1	1	2
1949	-	2	1	-	1	-	2	3	5
1950	-	-	-	-	-	-	-	1	1
1951	-	2	-	3	-	4	-	9	9

TABLE 3.1 (continued)

YEAR	MANITOBA		SASKATCHEWAN		ALBERTA		TOTAL		
	E	S	E	S	E	S	E	S	E & S
1952	1	2	1	7	1	9	3	18	21
1953	2	-	1	-	5	-	-	8	8
1954	1	-	-	1	1	-	2	1	3
1955	-	-	-	-	1	-	1	-	1
1956	1	-	-	-	1	1	2	1	3
1957	-	4	-	1	1	1	1	6	7
1958	-	-	-	-	-	1	-	1	1
1959	-	1	1	1	2	1	3	3	6
1960	-	-	1	1	2	1	3	1	4
1961	2	1	-	-	2	-	4	1	5
1962	-	-	-	-	2	-	2	-	2
1963	-	-	1	1	-	1	1	2	3
1964	-	-	1	1	-	4	1	5	6
1965	-	-	-	-	-	-	-	-	-
1966	-	-	1	2	-	3	1	5	6
1967	-	-	-	-	-	4	-	4	4
1968	-	1	2	3	-	-	2	4	6
1969	-	11	2	10	1	19	4	40	44
1970	1	1	2	12	2	11	5	24	29
TOTAL TO 1971	16*	27	27	46	32	65	75	138	213

Sources: T. Eaton Company Ltd. Archives

Simpsons-Sears Ltd. Archives

*Note: Does not include stores whose opening dates could not be determined
i.e. Eaton's 6 in Manitoba between 1950 - 1967

remote purchasing function should not be overlooked in analyzing the functional attributes of central places in Western Canada.

3.7 Catalogue Sales and Spatial Economic Analysis

While many of the central place and economic base studies published during the last twenty years have focused on the American and Canadian Midwest, none has directly referred to catalogue sales separate from mail-order sales, and none has really considered the role of the department store catalogues in relation to the existence of department or hardware and drygood stores in the different sized central places.

Berry (1962) gave some consideration to remote purchasing through catalogues. However, his tables on the Atlantic and Anita trade areas (Berry, 1967: 24) only showed the 'place' last visited for fifteen goods or services. When the sampled consumer did not choose one of the two 'expected' places his choice was placed in a third or fourth group under the headings "Smaller places or from catalogue" or simply "Other".

While the above 'last visit' technique may be useful in central place studies it offers no real insight into the relative importance of catalogue sales. It also tends to underestimate the amount of remote purchasing done through department store catalogues since the months of May - August are usually the period in which the above questionnaire type consumer survey is conducted. Unfortunately, the summer is the season of the year when catalogue sales are at their lowest. (See Chapter Six.)

Berry's (1962) study was not alone in the problem of estimating the amount of business conducted through remote selling/purchasing. The Saskatchewan Royal Commission on Agriculture and Rural Life (1957),

Borchert and Adams (1963), and Hodge (1965), considered the nature of trading areas, hierarchies of central places, and the retail aspects of the economic bases of portions of the Canadian and American Midwest. None of these researchers attempted to separate department store catalogue sales from mail-order sales generally.

The only recent study of this type to directly consider the economic impact of catalogue sales is by Webster (1971). His findings to the question "Of total money spent on goods, what percentage is spent on catalogue or mail-order sales?" are presented in Appendix D. Webster's research was also undertaken in the summer months and it would be interesting to compare his results with a study conducted in the same area during the months of September - December, the season with the greatest amount of remote purchasing. Also, Webster's analysis really did not distinguish between department store and other types of catalogues, although he did include C.S.O. sales in his calculations. Thus, while Webster's findings are not surprising, it is difficult to tell exactly what proportion of his "3.1% - 6.5% Value of Household Retail Expenditures: Mail-Order" are directly attributable to department store catalogue sales. (Webster, 1971: 40.)

As well as studies concerned with functional attributes of central places, there also have been several input/output analyses undertaken for particular regions and individual industries. However, there does not appear to be any literature published on the comparison of a retail chain whose head office is located in the most complex central place. In this regard, it is interesting to note the retail distribution networks of the two big Canadian department store chains that issue

catalogues. As was mentioned previously, both Simpsons-Sears and Eaton's catalogue divisions have their own inventories separate from the supplies of the department stores. The two chains have divided the country into service zones for catalogue sales and they have located regional catalogue warehouses within these zones. The supply depots for the Prairie Provinces are, Winnipeg for Eaton's and Regina for Simpsons-Sears. All C.S.O.'s located in Manitoba, Saskatchewan and Alberta deal directly with Winnipeg or Regina and all consumer mail orders are directed to either of these cities. In a central place network the 'wholesale' goods for these 'stores' would be obtained from suppliers in the closest highest ordered centre possessing these functions. In Alberta these would be either Edmonton or Calgary, not Regina or Winnipeg.

3.8 The Spatial Diffusion of Catalogue Ordering Facilities On The Prairie Provinces (1917 - 1971)

Table 3.1 showed the opening dates of the catalogue facilities of the T. Eaton Company and Simpsons-Sears. Maps 3.1 to 3.5 and Tables 3.2, 3.3 and 3.4 expand on Table 3.1 by indicating both the location and size of communities in which these stores were opened.

Historically, Eaton's opened the first Offices on the Prairies and Simpson's did not follow Eaton's lead in establishing Catalogue Order Offices until 1940 when they opened four Order Offices in the Southern Albertan towns of Medicine Hat, Drumheller, Fort Macleod and Cardston.

After Eaton's initial expansion the situation remained relatively stable with each company concerned with the rationalization of

its own remote selling operations. When Simpsons-Sears was formed in 1952 Simpson's had only twenty-three C.S.O.'s located on the Prairies and nine of these had been opened the preceding year. As Tables 3.2, 3.3 and 3.4 show the new company immediately opened eighteen new C.S.O.'s of which nine were in Alberta. From 1953 to 1968 Simpsons-Sears added thirty-four C.S.O.'s to their Prairie network. This approximated the two openings a year averaged by Simpson's during the period from 1940 to 1951. However, in 1969 there was a dramatic change which saw Simpsons-Sears open forty new C.S.O.'s (nineteen in Alberta) to Eaton's two. It appears that sometime in 1968 the executives of Simpsons-Sears decided to dramatically shift the balance that existed between the two companies. Appendix E hypothesizes on the possible reasons for the dramatic increase in Simpsons-Sears Catalogue Sales Offices since 1968.

The locations of the Catalogue Sales Offices presented in Tables 3.2, 3.3 and 3.4 were obtained from lists contained in both companies 1971 Fall-Winter Catalogues. The historical information on their opening dates was obtained from the Company Archives of both the above department store chains. The C.S.O.'s opening dates were used as guides to determine which Census figures were most representative of the immediate urban population of potential catalogue users. Obviously the C.S.O.'s depend upon the combination of urban and rural catalogue users drawn from the total trading area of each community. Thus, it is important to realize that the Census figures are only included to indicate the growth of each community from the period when the first C.S.O. was established up to 1971 and they are not to be used as representatives of C.S.O. trading area populations. These trading area populations can vary widely

for urban areas of approximately the same size because of such factors as; number of farms per township, relative rates of rural to urban migration, and the relative proportion of basic to non-basic economic activity in each locality.

The accompanying maps (Map 3.1 - 3.5) show the locations of all the communities of over one thousand population for ten year periods from 1931 - 1971. The maps also indicate whether or not each urban centre possessed a catalogue ordering function and they indicate the dominance of the larger central places during the early decades as well as showing the rapid increase in the number of urban areas with catalogue ordering facilities since 1950. In fact, by the summer of 1971 practically every prairie community greater than one thousand possessed at least one catalogue ordering facility. Those that did not were either located adjacent to one that did, or more often, they were within commuting distance of a major urban area with at least one Simpsons-Sears or Eaton's retail outlet.

3.9 Summary

This chapter was concerned with the special aspects of remote selling through department store catalogues. The first of the two remote selling hypotheses was examined and it was concluded that the 'Gateway Hypothesis' provides greater explanation for the initial success of department store catalogue operations than does reference to Central Place Theory.

When the second hypothesis was examined it was shown that the acquisition of a remote selling function (C.S.O.) was not directly linked

to the development of a central place network in the Prairie Provinces.

Finally, it was indicated that remote selling through department store Catalogue Sales Offices has grown to where it is now an almost ubiquitous function in urban centers greater than one thousand population.

THE GROWTH AND DIFFUSION OF DEPARTMENT STORE CATALOGUE SALES OFFICES

1931-1971

MAP 3.1

CENTRAL PLACES

OVER 1000

WITH ONE OR BOTH
CATALOGUE SALES
OFFICES
RETAIL STORES

1931

MAP 3.2

CENTRAL PLACES

OVER 1000

WITH ONE OR BOTH
CATALOGUE SALES
OFFICES
RETAIL STORES

1941

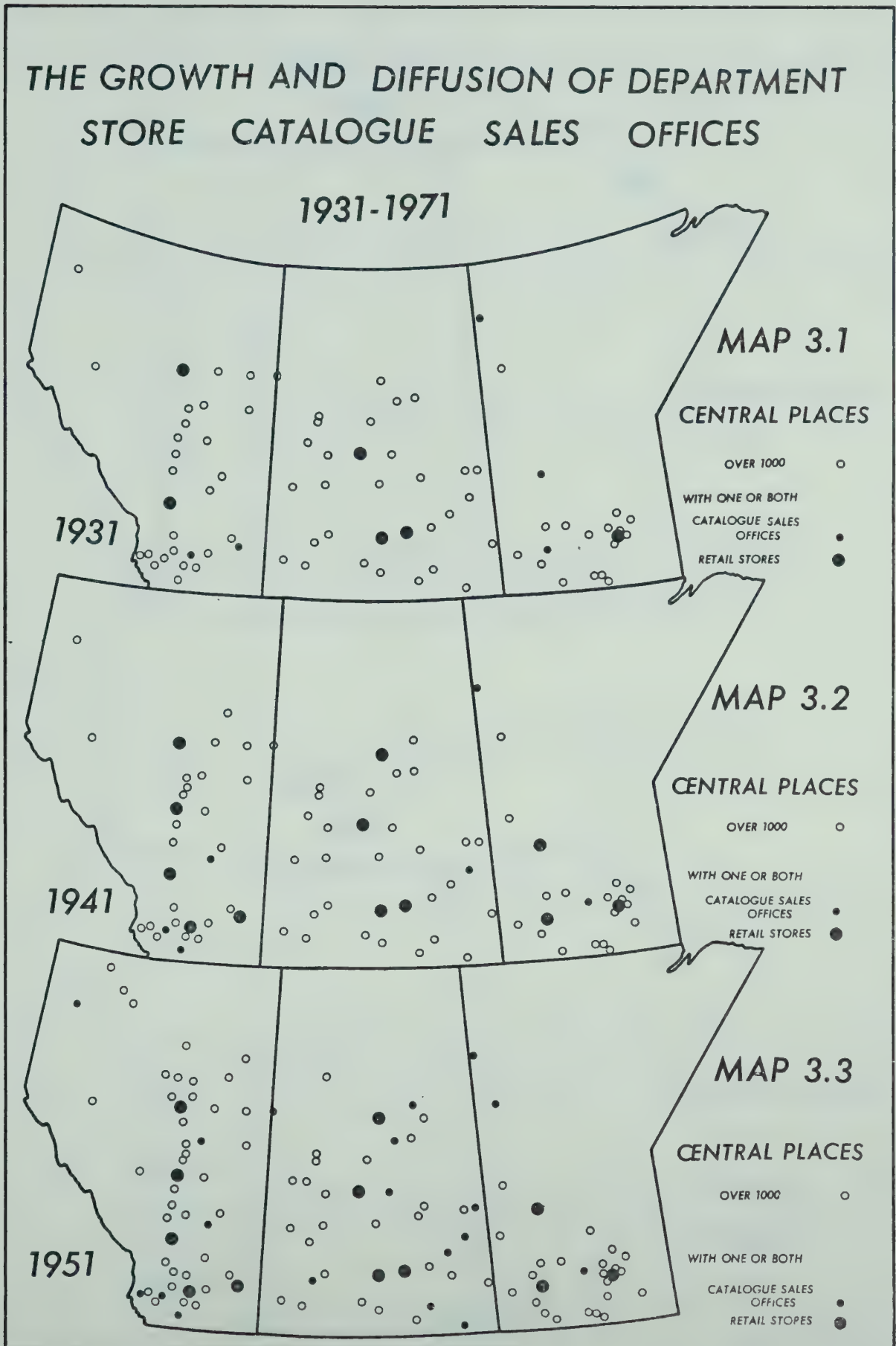
MAP 3.3

CENTRAL PLACES

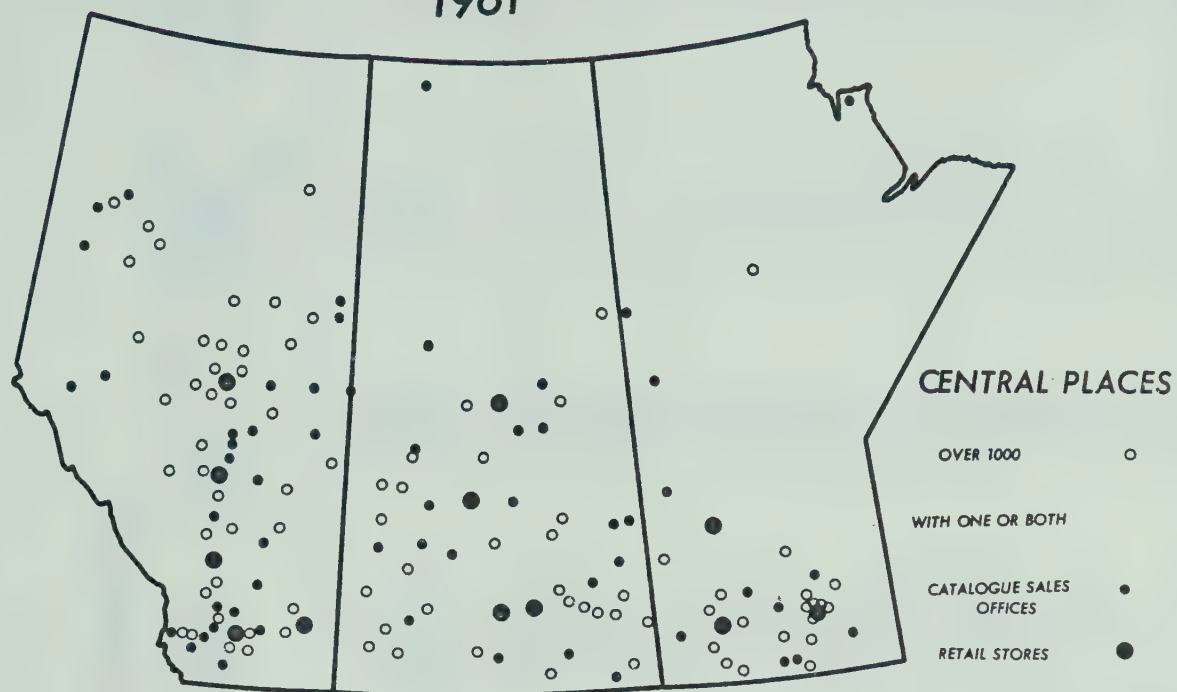
OVER 1000

WITH ONE OR BOTH
CATALOGUE SALES
OFFICES
RETAIL STORES

1951



MAP 3.4
1961



MAP 3.5
1971



TABLE 3.2

CATALOGUE SALES OFFICES IN MANITOBA

PLACE	YEAR FIRST C.S.O. OPENED	FIRST COMPANY	POPULATION NEAREST 100	YEAR SECOND C.S.O. OPENED	SECOND COMPANY	POPULATION NEAREST 100	DIFFERENCE BETWEEN 1st POP. & 2nd POP.	POPULATION 1971 PRELIMINARY
Flin Flon	1927	Eatons	2,400	1941	Simpsons	1,000	- 1,400	8,839
Brandon	1928	Eatons	17,100	1948	Simpsons	17,600	+ 500	30,832
Dauphin	1928	Eatons	5,600	1949	Simpsons	5,900	+ 300	8,860
Portage la Prairie	1937	Eatons	7,600	1949	Simpsons	8,400	+ 800	12,722
The Pas	1946	Eatons	3,100	1951	Simpsons	3,400	+ 300	6,072
Swan River	1952	Eatons	2,300	1957	S. Sears	2,700	+ 400	3,487
Neepawa	1952	S. Sears	2,900	1953	Eatons	2,900	-----	3,216
Steinback	1952	S. Sears	2,200	1953	Eatons	2,200	-----	5,161
Selkirk	1954	Eatons	7,400	-----	-----	-----	-----	9,100
Churchill	1950-60	Eatons	3,900	1969	S. Sears	1,700	- 2,200	2,010
Virden	1956	Eatons	3,200	1957	S. Sears	2,800	+ 600	2,778
Winkler	1956	Eatons	1,600	1957	S. Sears	1,700	+ 100	2,942
Pine Falls	1957	S. Sears	1,300	1960-67	Eatons	3,000	+ 1,700	3,200
Morden	1959	S. Sears	2,700	1961	Eatons	2,800	+ 100	3,276
Gimli	1960-67	Eatons	2,200	1969	S. Sears	1,800	- 200	1,986
Lynn Lake	1960-67	Eatons	2,800	1969	S. Sears	2,900	+ 100	3,035
Minnedosa	1960-67	Eatons	2,300	1968	S. Sears	2,400	+ 100	2,629
Roblin	1960-67	Eatons	1,600	1969	S. Sears	1,500	- 100	1,742
Thompson	1961	Eatons	1,600	1961	S. Sears	1,600	-----	16,219
Beausejour	1969	S. Sears	2,000	1971	Eatons	2,200	+ 200	2,223
Boissevain	1969	S. Sears	1,500	-----	-----	-----	-----	1,511
Carman	1969	S. Sears	2,000	1971	Eatons	2,000	-----	2,010
Gillam	1969	S. Sears	2,000	-----	-----	-----	-----	2,025
Snow Lake	1969	S. Sears	1,500	-----	-----	-----	-----	1,568

TABLE 3.2 (continued)

CATALOGUE SALES OFFICES IN MANITOBA						
PLACE	YEAR FIRST C.S.O. OPENED	FIRST COMPANY	POPULATION NEAREST 100	YEAR SECOND C.S.O. OPENED	SECOND COMPANY	POPULATION NEAREST 100
						DIFFERENCE BETWEEN 1st POP. & 2nd POP.
						POPULATION 1971 PRELIMINARY
Souris	1969	S. Sears	1,600	1971	Eatons	1,700
Russel	1969	S. Sears	1,500	----	-----	-----
Altona	1970	Eatons	2,100	----	-----	-----
Killarney	1970	S. Sears	2,000	----	-----	-----
Melita	1971	S. Sears	1,100	----	-----	-----
						1,673
						1,742
						2,100
						2,056
						1,131

Sources for Tables 3.2, 3.3, 3.4: Canadian Census 1921-1971
T. Eaton Company Archives
Simpsons-Sears Company Archives
1971 Eaton's & Simpsons-Sears' Fall-Winter Catalogue

TABLE 3.3

CATALOGUE SALES OFFICES IN SASKATCHEWAN

PLACE	YEAR FIRST C.S.O. OPENED	FIRST COMPANY	POPULATION NEAREST 100	YEAR SECOND C.S.O. OPENED	SECOND COMPANY	POPULATION NEAREST 100	DIFFERENCE BETWEEN 1st POP. & 2nd POP.	POPULATION 1971 PRELIMINARY
Yorktown	1937	Eatons	5,500	1942	Simpsons	5,600	+ 100	13,149
Estevan	1941	Eatons	2,800	1951	Simpsons	3,900	+ 1,100	8,930
Humboldt	1941	Eatons	1,800	1951	Simpsons	2,400	+ 600	3,889
Kamsack	1941	Eatons	1,800	1952	S. Sears	2,400	+ 600	2,779
Melfort	1941	Eatons	2,000	1942	Simpsons	2,000	-----	4,740
Melville	1941	Eatons	4,000	1952	S. Sears	4,500	+ 500	5,243
Swift Current	1941	Eatons	5,600	1951	Simpsons	7,400	+ 1,800	15,048
Weyburn	1942	Simpsons	6,200	1946	Eatons	7,000	+ 800	8,576
Nipawin	1946	Eatons	2,200	1952	S. Sears	3,100	+ 900	4,060
Rosetown	1950-60	Eatons	1,900	1952	S. Sears	1,900	-----	2,543
Assiniboia	1952	S. Sears	2,000	1968	Eatons	2,600	+ 600	2,609
N. Battleford	1952	Both	7,500	1952	Both	7,500	-----	12,453
Tisdale	1952	S. Sears	2,200	1953	Eatons	2,200	-----	2,789
Meadow Lake	1950-60	Eatons	-----	1957	S. Sears	1,200	-----	3,426
Uranium City	1954	S. Sears	3,500	-----	-----	-----	-----	2,210
Kindersley	1959	Eatons	2,900	1970	S. Sears	3,300	+ 400	3,402
Outlook	1959	S. Sears	1,300	1969	Eatons	1,800	+ 500	1,790
Biggar	1960	S. Sears	2,700	1963	Eatons	2,700	-----	2,598
Canora	1960	Eatons	2,100	1964	S. Sears	2,600	+ 500	2,612
Shaunavon	1963	S. Sears	2,200	1968	Eatons	2,300	+ 100	2,253
Hudson Bay	1964	Eatons	1,800	1966	S. Sears	1,900	+ 100	1,955
Esterhazy	1966	Eatons	3,200	1968	S. Sears	3,300	+ 100	2,886
Maple Creek	1966	S. Sears	2,300	1971	Eatons	2,300	-----	2,268
Moosomin	1968	S. Sears	2,200	1970	Eatons	2,300	+ 100	2,359
Unity	1968	S. Sears	2,200	1969	Eatons	2,300	+ 100	2,295

TABLE 3.3 (continued)

CATALOGUE SALES OFFICES IN SASKATCHEWAN								
PLACE	YEAR FIRST C.S.O. OPENED	FIRST COMPANY	POPULATION NEAREST 100	YEAR SECOND C.S.O. OPENED	SECOND COMPANY	POPULATION NEAREST 100	DIFFERENCE BETWEEN 1st POP. & 2nd POP.	POPULATION 1971 PRELIMINARY
Eston	1969	S. Sears	1,500	----	-----	----	-----	1,428
Indian Head	1969	S. Sears	1,800	----	-----	----	-----	1,789
Lanigan	1969	S. Sears	1,500	----	-----	----	-----	1,438
Leader	1969	S. Sears	1,000	1971	Eatons	1,100	+ 100	1,108
Oxbow	1969	S. Sears	1,300	----	-----	----	-----	1,330
Rosthern	1969	S. Sears	1,300	----	-----	----	-----	1,436
Wadena	1969	S. Sears	1,300	----	-----	----	-----	1,376
Watrous	1969	S. Sears	1,500	----	-----	----	-----	1,549
Watson	1969	S. Sears	1,000	----	-----	----	-----	845
Wynyard	1969	S. Sears	2,000	1970	Eatons	1,900	- 100	1,922
Carlyle	1970	S. Sears	1,000	----	-----	----	-----	1,076
Carrot River	1970	S. Sears	1,000	----	-----	----	-----	942
Eastend	1970	S. Sears	900	----	-----	----	-----	794
Ft. Qu'Appelle	1970	S. Sears	1,600	----	-----	----	-----	1,592
Gravelbourg	1970	S. Sears	1,300	----	-----	----	-----	1,375
Grenfell	1970	S. Sears	1,300	----	-----	----	-----	1,302
Ituna	1970	S. Sears	1,000	----	-----	----	-----	955
Kelington	1970	S. Sears	1,000	----	-----	----	-----	1,057
Langenburg	1970	S. Sears	1,200	----	-----	----	-----	1,233
Porcupine								
Plain	1970	S. Sears	900	----	-----	----	-----	828
Radville	1970	S. Sears	1,000	----	-----	----	-----	988

TABLE 3.4

CATALOGUE SALES OFFICES IN ALBERTA

PLACE	YEAR FIRST C.S.O. OPENED	FIRST COMPANY	POPULATION NEAREST 100	YEAR SECOND C.S.O. OPENED	SECOND COMPANY	POPULATION NEAREST 100	DIFFERENCE BETWEEN 1st POP. & 2nd POP.	POPULATION 1971 ACTUAL
Medicine Hat	1928	Eatons	10,000	1940	Simpsons	10,571	+ 600	26,518
Red Deer	1939	Eatons	2,800	1949	Simpsons	7,500	+ 4,700	27,674
Cardston	1940	Simpsons	1,800	1947	Eatons	2,300	+ 500	2,685
Drumheller	1940	Simpsons	2,700	1941	Eatons	2,700	-----	5,446
Ft. Macleod	1940	Simpsons	1,900	1953	Eatons	1,900	-----	2,715
Grande Prairie	1947	Eatons	2,300	1950	Simpsons	2,600	+ 300	13,074
Camrose	1948	Eatons	4,000	1951	Simpsons	4,100	+ 100	8,648
Lloydminster	1949	Eatons	3,900	1969	S. Sears	8,400	+ 4,500	8,542
Blairmore	1950	Simpsons	1,900	1953	Eatons	1,900	-----	2,037
Taber	1951	Simpsons	3,000	1953	Eatons	3,100	+ 100	4,765
Vegreville	1951	Simpsons	2,200	1953	Eatons	2,300	+ 100	3,691
Vulcan	1951	Simpsons	1,000	1970	Eatons	1,300	+ 300	1,384
Brooks	1952	S. Sears	1,700	1969	Eatons	3,900	+ 2,200	3,986
High River	1952	S. Sears	1,900	1960	Eatons	2,200	+ 300	2,676
Lacombe	1952	S. Sears	2,300	1971	Eatons	3,400	+ 1,100	3,436
Stettler	1952	S. Sears	2,500	1954	Eatons	3,200	+ 700	4,168
Vermilion	1952	S. Sears	2,000	1959	Eatons	2,400	+ 400	2,915
Wainwright	1952	S. Sears	2,000	1957	Eatons	2,600	+ 600	3,872
Wetaskiwin	1952	S. Sears	3,900	1955	Eatons	4,400	+ 500	6,267
Ponoka	1952	Both	2,500	----	Both	2,500	-----	4,414
Peace River	1952	S. Sears	1,700	1962	Eatons	2,500	+ 800	5,039
Edson	1953	Eatons	2,300	1956	S. Sears	2,500	+ 200	3,818
Medley	1956	Eatons	900	----	-----	-----	-----	1,309
Fairview	1956	S. Sears	2,500	----	-----	-----	-----	2,109
Claresholm	1957	S. Sears	2,400	1971	Eatons	3,000	+ 600	2,935
Grande Centre	1958	S. Sears	1,000	----	-----	-----	-----	2,068

TABLE 3.4 (continued)

CATALOGUE SALES OFFICES IN ALBERTA

PLACE	YEAR FIRST C.S.O. OPENED	FIRST COMPANY	POPULATION NEAREST 100	YEAR SECOND C.S.O. OPENED	SECOND COMPANY	POPULATION NEAREST 100	DIFFERENCE BETWEEN 1st POP. & 2nd POP.	POPULATION 1971 ACTUAL
Pincher Creek	1959	S. Sears	2,900	1961	Eatons	3,000	+ 100	3,237
Hinton	1959	Eatons	3,500	1966	S. Sears	4,300	+ 800	4,911
Olds	1960	Eatons	2,400	1964	S. Sears	2,500	+ 100	3,378
Hanna	1961	Eatons	2,600	1966	S. Sears	2,600	-----	2,545
St. Paul	1962	Eatons	2,800	1964	S. Sears	3,400	+ 600	4,161
Banff	1963	S. Sears	4,000	-----	-----	-----	-----	3,608
Drayton Valley	1964	S. Sears	3,500	-----	-----	-----	-----	3,900
Rocky Mt. House	1964	S. Sears	2,400	1971	Eatons	3,000	+ 600	2,968
Whitecourt	1966	S. Sears	2,300	1971	Eatons	3,200	+ 900	3,202
Ft. McMurry	1967	S. Sears	2,700	-----	-----	-----	-----	6,847
High Prairie	1967	S. Sears	2,300	-----	-----	-----	-----	2,354
Innisfail	1967	S. Sears	2,600	-----	-----	-----	-----	2,474
Athabaska	1969	S. Sears	1,500	1971	Eatons	1,800	+ 300	1,765
Barrhead	1969	S. Sears	2,500	1971	Eatons	2,800	+ 300	2,803
Bonnyville	1969	S. Sears	2,300	-----	-----	-----	-----	2,587
Didsbury	1969	S. Sears	1,600	-----	-----	-----	-----	1,821
Grande Cache	1969	S. Sears	1,500	-----	-----	-----	-----	2,525
Grimshaw	1969	S. Sears	1,600	1971	Eatons	1,700	+ 100	1,681
Gull Lake	1969	S. Sears	?	-----	-----	-----	-----	57
High Level	1969	S. Sears	1,500	-----	-----	-----	-----	1,614
Jasper	1969	S. Sears	3,200	-----	-----	-----	-----	3,732
Leduc	1969	S. Sears	3,800	-----	-----	-----	-----	4,000
Manning	1969	S. Sears	1,000	-----	-----	-----	-----	1,071
Oyen	1969	S. Sears	900	-----	-----	-----	-----	929
Provost	1969	S. Sears	1,500	-----	-----	-----	-----	1,489

TABLE 3.4 (continued)

CATALOGUE SALES OFFICES IN ALBERTA

PLACE	YEAR FIRST C.S.O. OPENED	FIRST COMPANY	POPULATION NEAREST 100	YEAR SECOND C.S.O. OPENED	SECOND COMPANY	POPULATION NEAREST 100	DIFFERENCE BETWEEN 1st POP. & 2nd POP.	POPULATION 1971 ACTUAL
Raymond	1969	S. Sears	2,100	----	-----	-----	-----	2,156
Rimbey	1969	S. Sears	1,500	----	-----	-----	-----	1,450
Three Hills	1969	S. Sears	1,400	----	-----	-----	-----	1,354
Valleyview	1969	S. Sears	1,500	----	-----	-----	-----	1,708
Westlock	1969	S. Sears	3,200	1970	Eatons	3,200	-----	3,246
Bow Island	1970	S. Sears	1,500	----	-----	-----	-----	1,159
Canmore	1970	S. Sears	1,500	1971	Eatons	1,500	-----	1,538
Castor	1970	S. Sears	1,100	----	-----	-----	-----	1,116
Echville	1970	S. Sears	600	----	-----	-----	-----	660
Lac la Biche	1970	S. Sears	1,700	----	-----	-----	-----	1,791
Picture Butte	1970	S. Sears	1,000	----	-----	-----	-----	1,008
Slave Lake	1970	S. Sears	2,000	----	-----	-----	-----	2,052
Spirit River	1970	S. Sears	1,000	----	-----	-----	-----	1,091
Sundre	1970	S. Sears	1,000	----	-----	-----	-----	933
Vauxhall	1970	S. Sears	1,000	----	-----	-----	-----	1,016
Viking	1970	S. Sears	1,200	----	-----	-----	-----	1,178

CHAPTER FOUR

SHOPPING ATTITUDES OF KNOWN CATALOGUE USERS

4.1 Introduction

This and the following chapters pertain to the study of remote purchasing outlined in Chapters One and Two. This chapter is concerned with the following four hypotheses. Namely,

- that basic sets of attitudes towards shopping can be identified for the total sample of catalogue users.
- that the composition of the attitude sets is different for each sample and that this difference can be related to location.
- that known catalogue users who live in cities show a propensity towards wanting to shop quickly which is not shared by catalogue users who live in the smaller urban places.
- that known catalogue users in urban locations wait until they need several items before making a shopping trip.

The four above hypotheses are either directly or indirectly related to some aspect of consumer attitudes towards shopping. They have been presented together because it was originally thought that each would help to contribute to the understanding of the motives behind the use of department store catalogues by urban consumers.

4.2 Consumer Attitudes and Spatial Analysis

There recently have been several attempts to study the spatial implications of consumer attitudes. (For example: Demko (1970), Ewing (1971), Murphy (1971) and Cook (1972) to name a few.) One of

the most significant of these and other studies and probably the best to date is that by Murphy (1971). Appendix F contains a passage from this paper in which Murphy explains how attitudes should be considered in geographically oriented behavioural research. In his study Murphy employed a semantic differential technique using both regression and principle components analysis to test the hypothesis that:

"if attitude acts in the role of a mental summarization of the prior behavioural forces it could be considered to be a surrogate value for these forces and consequently should play a significant role in the consumer's spatial choice decisions" (Murphy, 1971: 55).

In his study Murphy found evidence that suggested that his hypothesis should be accepted. Thus, the attitudes of known catalogue users were examined to see if they varied with the location of the sample population. This study was only concerned with the attitudes towards shopping for clothes and household items which are the types of good most frequently purchased through department store catalogues. Thus, there were no attempts to discover attitudes towards other kinds of shopping (such as: food, drugs and automobiles).¹

4.3 General Attitudes Towards Shopping

Question One - "What do you like most about shopping for clothes and household items" and Question Two - "What do you like least about shopping for clothes or household items?" were open-ended questions

¹ See the introduction to the Questionnaire Appendix C.

taken from Rich's (1963) study. The first phrase uttered after the question was asked was taken as the most accurate indication of the real attitude held about shopping.

When the interview had been completed all the answers to Questions One and Two were typed out and presented to two groups of twenty-five people for sorting. Each of these groups was then requested to take the responses for their question and to place them in Response Groups with the only stipulation being that the number of groups had to be odd and could not be smaller than three or larger than seven. Since on their first attempt most chose seven piles the process was repeated using the basis of seven categories. It must be emphasized at this point that these were not attempts to rank the responses, they were simply grouped.

The three hundred and fifty different groupings which resulted were then analyzed for similarities and the most common groupings were taken and labelled according to the type of attitude that they were found to represent.

Using the same number of people as previously, attempts were made to scale the groups from the most positive attitude towards shopping to the most negative. These were done treating both questions separately then together. Unfortunately, no statistically valid attitude scale resulted. Further attempts using five instead of seven categories produced no better results and the original seven were retained for the following analysis.

Even though there was no direct scalar relationship Tables 4.1 and 4.2 are arranged in the order most frequently chosen by the above

groups. Both Tables show how the regular catalogue users in the three different study areas responded to the first two questions.

It is interesting to note that the cross-tabulations in both instances did produce significant Chi Squares at the .05 level and the Contingency Coefficient (0.41338) for the grouping of the responses to the Second Question showed that the strength of the relationship was relatively high. Nevertheless, caution is advised in taking the significance too literally since the small number of unavoidable cases in some of the Vermilion cells increased the probability of having a significant Chi Square.

Thus, the hypothesis:

that basic sets of attitudes towards shopping
can be identified for the total sample of
catalogue users

and the first part of the associated hypothesis:

that the composition of the attitude sets
are different for each location

can both be accepted.

As the Two Tables 4.1 and 4.2 show, there are substantial differences among the attitude groups for the three locations. The results of the related contingency tables helped to explain how and why these differences occurred. For example, Table 4.1 showed that over twenty-five percent of the Edmonton sample replied negatively or indifferently to the first question. Of those who directly expressed an immediately negative response twenty-nine percent also indicated that 'Crowds' was their major 'Dislike'. The twenty-five percent directly negative responses for the first question indicated that within

TABLE 4.1

CATALOGUE USERS RESPONSE GROUPS TO THE QUESTION: WHAT DO YOU LIKE
MOST ABOUT SHOPPING FOR CLOTHES AND HOUSEHOLD ITEMS?

<u>ATTITUDE GROUP</u>	<u>EDMONTON</u>	<u>CAMROSE</u>	<u>VERMILION</u>	<u>TOTAL</u>
THE CHALLENGE OF SHOPPING	20 (20.0)	8 (16.0)	2 (5.7)	30 (16.2)
THE FUN OF SHOPPING	17 (17.0)	17 (34.0)	6 (17.1)	40 (21.6)
THE SOCIAL ASPECTS OF SHOPPING	14 (14.0)	2 (4.0)	8 (22.9)	24 (13.0)
THE CONVENIENCE OF SHOPPING	7 (7.0)	2 (4.0)	1 (2.9)	10 (5.4)
SHOPPING FOR PARTICULAR ITEMS	15 (15.0)	2 (4.0)	4 (11.4)	21 (11.4)
INDIFFERENT RESPONSES	6 (6.0)	5 (10.0)	2 (6.7)	13 (7.0)
NEGATIVE RESPONSES	21 (21.0)	14 (28.0)	12 (34.3)	47 (25.4)
TOTAL	100	50	35	185

() COLUMN PERCENTAGES

CHI SQUARE = 21.4155 (WITH 12 DEGREES OF FREEDOM)
(SIGNIFICANT AT .05 LEVEL)

CONTINGENCY COEFFICIENT = 0.32210

TABLE 4.2

CATALOGUE USERS RESPONSE GROUPS TO THE QUESTION: WHAT DO YOU LIKE
LEAST ABOUT SHOPPING FOR CHOSES AND HOUSEHOLD ITEMS?

<u>ATTITUDE GROUPS</u>	<u>EDMONTON</u>	<u>CAMROSE</u>	<u>VERMILION</u>	<u>TOTAL</u>
SPENDING MONEY	9 (9.0)	7 (14.0)	14 (40.0)	30 (16.2)
STORE PRACTICES	25 (25.0)	10 (20.0)	8 (22.9)	43 (23.2)
CROWDED STORES	26 (26.0)	3 (6.0)	1 (2.9)	30 (16.2)
PERSONAL REASONS	15 (15.0)	12 (24.0)	2 (5.7)	29 (15.7)
HIGH PRICES	9 (9.0)	11 (22.0)	6 (17.1)	26 (14.1)
SHOPPING FOR SPECIFIC ITEMS	5 (5.0)	2 (4.0)	1 (2.9)	8 (4.3)
NO SPECIAL DISLIKES	11 (11.0)	5 (10.0)	3 (8.6)	19 (10.3)
TOTAL	100	50	35	185

() COLUMN PERCENTAGE

CHI SQUARE = 38.108 (WITH 12 DEGREES OF FREEDOM)
(SIGNIFICANT AT .05 LEVEL)

CONTINGENCY COEFFICIENT = 0.41338

the total population of catalogue users there appeared to be a definite group of people who use department store catalogues because they intensely dislike shopping. This aspect of shopping will be explored in more detail in the following chapter.

In general the answers to the first two questions showed that in the Edmonton sample the greatest majority considered shopping to be either an enjoyable activity, or a challenging, perhaps even exciting, experience. Approximately one quarter of the Edmonton sample indicated negative feelings about the shopping experience. In response to the second question over fifty percent of the Edmonton sample felt that either 'Crowds' or various 'Store Practices' were their major 'Dislike' in shopping.

For Camrose the largest sample percentage indicated that they enjoyed shopping. Again the second highest figure was contributed by those who responded negatively to the first question. In Camrose the greatest percentage of people who indicated 'Dislike' to the first question cited various 'Personal Reasons' as their answer to the question: "What do you like least about shopping . . .". The original questionnaires were consulted and it was discovered that these were comprised of older people who claimed that they got tired while shopping and younger housewives who cited the lack of time available to shop properly.

The Vermilion sample differed from the other two with the largest proportion indicating that they had no particular 'liking' for shopping for clothes or household items. It is interesting to note that while the majority of the sampled catalogue users in Vermilion did not find shopping 'Enjoyable' or 'Challenging' twenty-three percent mentioned

the 'Social' aspects of shopping in Vermilion. Obviously, in a place of Vermilion's size a shopping trip would mean meeting neighbours and friends. The Vermilion sample also differed from the other two surveys in the 'Most Dislike' grouping with forty percent indicating that the greatest 'Dislike' was 'Spending Money'.

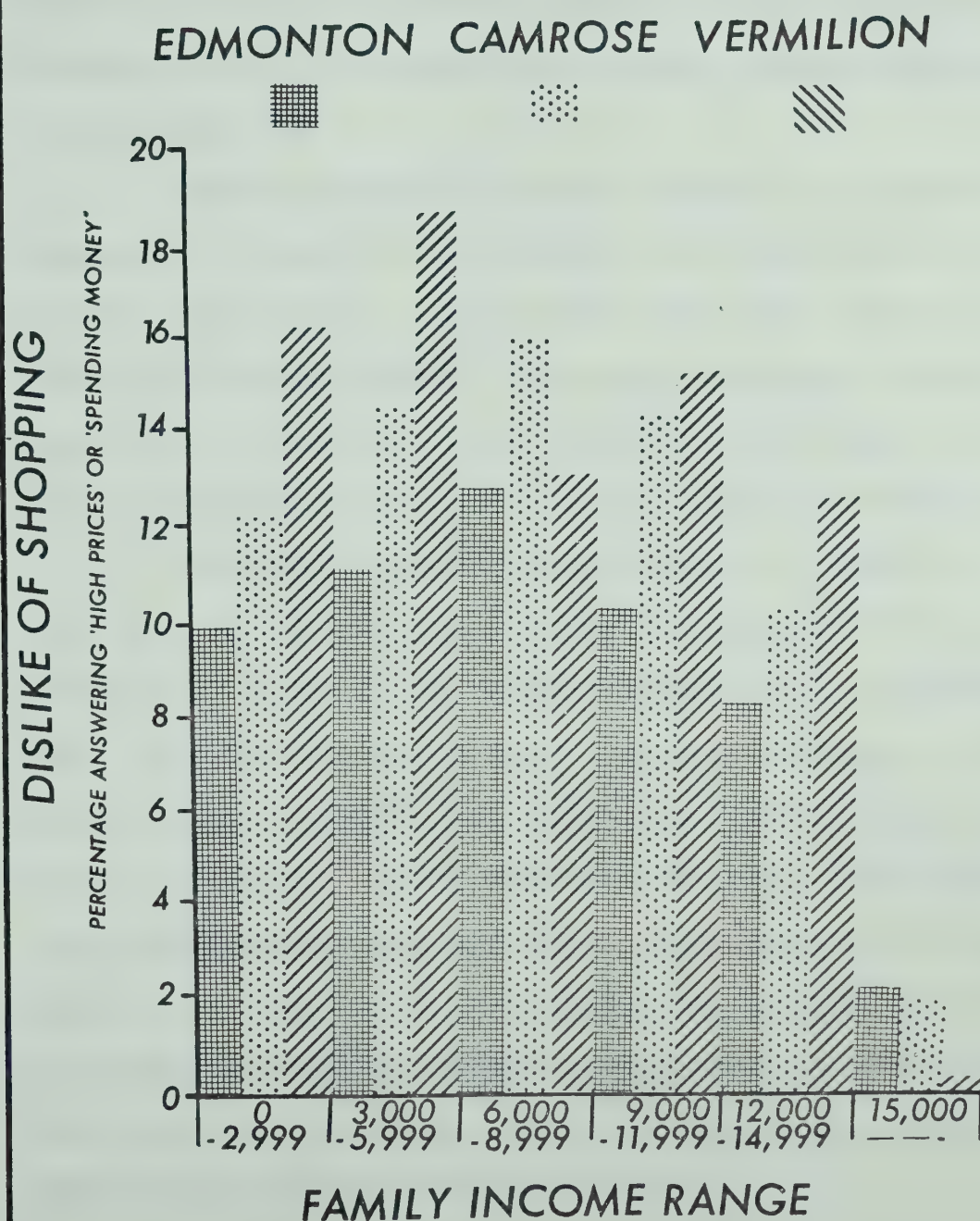
If the 'High Prices' and 'Spending Money' groups are combined for each study area Vermilion has fifty-seven percent within this combined group to only thirty-six percent for Camrose and a low eighteen percent for Edmonton. Figure 4.1 indicates that there is no relationship between the indicated incomes of the samples and those who cited 'High Prices' or 'Spending Money' as their major dislike of shopping. The greatest percentage of combined responses for this grouping was eighteen percent of the Edmonton group in the \$3,000 - \$5,999 income bracket; while the highest combined group in Camrose was fifteen percent in the \$6,000 - \$8,999 income bracket; and while the distribution for Vermilion was more uniform the highest combined group was only twelve percent, also in the \$6,000 - \$8,999 income group. None of the other cross-tabulations between the various socio-economic indicators (age, marital status, number of children, etc.) showed any significant relationship when compared to attitudes towards shopping for any of the three study areas.

4.4 Attitudes Towards Shopping for Specific Items

Questions Three, Four and Five (Appendix C) were asked in an attempt to discover if the attitudes towards shopping expressed by the regular catalogue users varied with different shopping goals. The

FIGURE 4.1

INCOME ATTITUDE ASSOCIATION



SOURCE: 1971 CONSUMER QUESTIONNAIRE

following figures show that this proved to be far from the case. When the catalogue users were questioned as to how they felt about shopping for their own clothes (Question Three), sixty-five percent indicated that they either 'Really' or 'Usually' enjoyed it. In all three communities the 'Usually Enjoy' was by far the most popular choice, with forty percent of the Edmonton sample and thirty-six percent and forty-six percent of the Camrose and Vermilion samples indicating this response group.

The same pattern of responses occurred to the question about shopping for clothes for other members of the family (Question Four). Overall, seventy percent indicated that they either 'Really' or 'Usually' enjoyed this kind of shopping. The sample percentages were again very close and in all three cases they varied by six percentage points, from seventy-six percent in Edmonton to seventy percent in Vermilion.

Practically everybody enjoys shopping for something for the home. Thus, it was not surprising that the enjoyment of this activity was indicated by most of the regular catalogue users in the three study areas. This time the 'Really Enjoy' group was the biggest for the Edmonton sample, while the more conservative 'Usually Enjoy' applied for the other two places. Again, when these two groups were combined the resulting percentages were very close. As was the case in the previous question, the range was only six percent; but this time the percentages were higher. Camrose had the highest with eighty-six percent in the first two groups. Vermilion followed with eighty-three percent and Edmonton was third with seventy-seven percent.

Thus, it appears that the significant difference noted among the three sample groups for general attitudes towards non-food shopping does not carry over into attitudes towards shopping for either their own or family's clothes or for general household items. This is not to imply that there cannot be a significant difference among the three samples for specific pieces of clothing or household items, or even brands of merchandise. What it does mean is that the information gained from the answers to Questions Three, Four and Five does not help to explain the reasons for the differences in the general attitudes noted earlier.

4.5 Attitudes and Overt Behaviour

Two further questions were asked in an attempt to determine if there was a relationship between the attitudes held by known catalogue users in different sized and spaced central places and their actual shopping behaviour. Question Six was asked in an attempt to discover how known catalogue users felt about shopping quickly. The hypothesis behind this question was:

that known catalogue users who live in cities show a propensity towards wanting to shop quickly which is not shared by catalogue users who live in the smaller urban places.

The logic behind this hypothesis was that the number of respondents indicating a desire to shop quickly was positively related to the size of their community. This hypothesis developed from the idea that the pace of life is slower in the smaller and more rural oriented communities and thus most people would take longer on a shopping trip than would those living in Edmonton.

With the first two response groups taken as an indication of a favourable attitude to shopping quickly it was found that fifty-four percent of the Edmonton sample replied that they 'Always' or 'Usually' tried to shop quickly compared with fifty-six percent for Camrose and only twenty-nine percent for Vermilion. Thus, the Vermilion sample was the only one which replied as expected. In fact, in Vermilion the greatest response grouping went to the 'Seldom Shop Quickly' grouping with eleven out of thirty-five indicating that they usually had no desire to shop quickly. The computer cross-tabulations showed that ten of the eleven were over fifty-five years of age and therefore their lack of the desire (or need) to shop quickly was in keeping with the original hypotheses and a reflection of the population of catalogue users in Vermilion.

The unexpectedly low total of people wanting to shop quickly in the Edmonton sample came about because twenty-six percent indicated that they 'Occasionally Shopped Quickly'. Actually only twenty percent said that they 'Seldom' or 'Never' had the desire to shop quickly. Thus, while lacking statistical verification, the results show that there is partial evidence to suggest that there is a relationship between the desire of catalogue patrons to shop quickly and the size and nature of their home communities.

The hypothesis:

that known catalogue users in urban locations wait until they need several items before making a shopping trip

was included in this chapter because the preliminary investigations showed that many catalogue users in urban locations disliked any form

of shopping and postponed shopping for non-food items until several were needed. However, as Table 4.3 shows this was not indicated in the actual study.

The results for both Edmonton and Vermilion were nearly equally split. Yet, sixty-four percent of those interviewed in Camrose indicated that more than one or two items were needed to make a shopping trip. Of the thirty-four respondents (sixty-eight percent) who indicated that they needed more than two items to make a non-food shopping trip fifteen (thirty percent) shopped every two weeks or less.

TABLE 4.3

AMOUNT NEEDED TO MAKE A SHOPPING TRIP

	<u>ONE OR TWO ITEMS</u>	<u>SEVERAL ITEMS</u>	<u>UNDECIDED</u>
EDMONTON	43 (43)	53 (53)	4 (4)
CAMROSE	15 (30)	34 (68)	1 (2)
VERMILION	17 (48.6)	18 (51.4)	0 (0)
TOTAL	78 (40.5)	105 (56.8)	5 (2.7)

* Figures in Brackets percentages for each location.

Several of the Camrose cross-tabulations associated with this question were analyzed in an effort to explain the much higher Camrose total for the number of items needed to generate a shopping trip but none of these were able to contribute towards an explanation. A possible explanation is that in fact there is nothing unusual with the Camrose response pattern and that the closeness of the Edmonton and Vermilion samples could have resulted from the fact that the catalogue users in Edmonton make more in-store shopping trips than those in Camrose because there are more goods available. Likewise, the greater frequency of shopping trips of users in Vermilion could be because the close proximity

of the residential and shopping areas encourages a greater frequency of in-store shopping trips.

4.5 Summary

This chapter has considered those hypotheses directly concerned with the attitudes of known catalogue users in different urban locations. It showed that these were identifiable sets of attitudes and that the type of sets differed significantly with the three study areas. While attitude sets could be identified in general terms they were not shown to be evident for different commodities (namely own clothes, family clothes and household items).

When people's attitudes towards shopping quickly were examined the previously hypothesized positive relationship between a desire to shop quickly and the size of home community was shown to have partial validity and was accepted because the sample of known regular catalogue users in the smallest central place (Vermilion) indicated that a majority did indeed take their time shopping and many considered it to be a social occasion.

Finally, it was shown that there was no significant association between a general dislike of shopping expressed by known catalogue users in the different locations and the number of items needed to initiate a shopping trip.

CHAPTER FIVE

THE SHOPPING BEHAVIOUR OF KNOWN CATALOGUE USERS

IN DIFFERENT SIZED CENTRAL PLACES

5.1 Introduction

"Most behavioural scientists are motivated to explain behaviour, and are not content with description only. In contrast, most marketing men usually are content with describing behaviour, and are not overly concerned with explaining behaviour."
(Britt, 1970: 20)

In relation to the above quote, this chapter attempts both to describe behaviour and explain it, not so much in behavioural as in spatial terms. This Chapter is only concerned with the shopping behaviour (that is: non-catalogue shopping behaviour) of the samples of known catalogue users in the three study areas.

It must be remembered that this study was designed to investigate the spatial implications of the current use by consumers of department store catalogues. Therefore, the comparisons that can be made are only among the samples of known catalogue users. The hypotheses in this Chapter were chosen specifically to investigate the differences in the non-catalogue shopping behaviour in the three study areas and to try and explain those differences that were discovered.

The following are the five hypotheses which will be considered in this chapter:

- that catalogue users shop in a spatially rational fashion and will shop at the closest department store, regardless of the fact that it may not be the one from which they do most of their catalogue shopping.

- that the distance that catalogue users are willing to travel is a function of the probability of getting the specific item required with the least amount of effort.
- that catalogue users in the larger central places shop more frequently than those in the smaller communities.
- that regular catalogue users who order catalogue items by telephone will also order in-store items by telephone.

5.2 Previous Studies of Consumer Shopping Behaviour

There have been many studies of the spatial aspects of shopping behaviour. Both Scott (1970) and Berry (1967) considered the role of the consumer in their examination of the literature on retail marketing geography. The significance of consumer oriented studies in spatial analysis has become more important over the last decade as papers by Berry, Barnum and Tennant (1962), Golledge and Brown (1967) and Clark and Rushton (1970) showed that decisions by consumers on where to shop did affect the success of retail establishments.

While studies by Stone (1953) and Rich (1963) were directly concerned with department store shopping they were more oriented to sociological than spatial factors. Bucklin (1966) did add the missing spatial dimension to his study and he was directly interested in the cost-value dimensions of shopping activity. His hypothesis was:

that the amount of shopping effort exhibited by consumers was really a function of the value of making comparisons to the effort involved.

From his results Bucklin concluded that consumer behaviour was spatially rational; but that it did not explain all the variations in shopping activity.

Thus, the first part of this Chapter is concerned with determining whether or not catalogue users are acting in a spatially rational fashion in their non-catalogue shopping activity.

5.3 Catalogue Users and the Principle of Least Effort

In Chapter One and Appendix B the Principle of Least Effort was introduced and explained. Basically, it maintains that the majority of people when faced with a decision attempt to rationalize their choices on the basis of satisfactory (less than optimum) solutions. This process can be described in purely economic terms where distance is equated to a varying cost function.

This study does not attempt to measure any of the cost components of the above model. It simply tries to analyze the shopping trip behaviour of known catalogue users to see if there is evidence of the above consumer decision making process. Thus, Questions Twenty-Seven through Thirty-Two (Appendix C) were asked to test the hypothesis:

that catalogue users shop in a spatially rational fashion and will shop at the closest department store, regardless of the fact that it may not be the one from which they do most of their catalogue shopping.

The aim of Question Twenty-Seven was to determine which store (usually department store) was frequented most often by the catalogue users. Question Twenty-Eight tried to discover why this store was preferred to the others. Since Question Twenty-Eight had an open-ended answer format there was a large variation in the responses recorded.

To systematically analyse these answers all one hundred and eighty-five responses were taken from the individual questionnaires and tabulated by reducing them to key words or phrases (see Table 5.1).

Table 5.2 reveals how these factors were distributed in each of the study areas.

The results of the tables are most revealing. In Edmonton (the city with by far the greatest range in selection and prices) the responses were overwhelmingly oriented to the Spatial Factor. In contrast, in Camrose and Vermilion the emphasis was placed on the Merchandise Factor and Vermilion shows strongly on the Service Factor as well.

The possible explanations for the latter two cases will be considered in a moment. The following account is only concerned with explaining the concentration of replies on the Spatial Factor in the Edmonton survey.

The strong Spatial preference in the Edmonton sample (forty-one percent) compared with the other two (Camrose twelve percent, Vermilion zero percent) indicates that there is probably some underlying factor which affects the decision making process of the Edmonton catalogue users which is not present in the smaller communities.

The actual make up of the Spatial Factor for the Edmonton sample was obtained from the completed questionnaires. It showed that thirty of the original forty-one Spatial Responses had indicated that they shopped at a particular store primarily because it was the closest to their own home.

An attempt was made to see if the responses to the question on driving time (Question Twenty-Nine) were related to the preference to the Spatial Factor indicated by the Edmonton sample. A total of sixty-six percent of the Edmonton sample thought that the nearest department store could be reached in less than ten minutes driving time, while

TABLE 5.1

PREFERENCES FOR FAVOURITE STORE

<u>FACTORS</u>	<u>RESPONSES</u>
1. Spatial Factor	Closest Convenient Delivery Services Bus Stops Parking
2. Merchandise Factor	Range of Goods Selection Clothes Everything in one store
3. Cost Factor	Cheaper Quality/Price ratio good Work there Bargains Sales
4. Service Factor	Service Know Manager Charge Accounts Lunch Counter Evening Shopping Atmosphere Guarantees Groceries
5. Personal Factor	Habit Husband and wife both like Convenient for husband Visit friend who works Private

TABLE 5.2

PREFERENCES FOR MOST FREQUENTED DEPARTMENT STORE							
() ROW PERCENTAGES				___ COLUMN PERCENTAGE			
PLACE	SPATIAL FACTOR	MERCHANDISE FACTOR	COST FACTOR	SERVICE FACTOR	PERSONAL FACTOR	NO RESPONSE	TOTAL
EDMONTON	41 (41)	11 (11)	19 (19)	15 (15)	11 (11)	3 (3)	100 (100)
CAMROSE	6 (12)	17 (34)	7 (14)	6 (12)	6 (12)	8 (16)	50 (100)
VERMILION	0 (0)	14 (40)	2 (6)	13 (37)	1 (3)	5 (14)	35 (100)
TOTAL	47 25	42 23	28 15	34 18	18 10	16 9	185 (100)

thirty-two percent thought that it would take between ten and twenty minutes, and only two percent considered that it would take longer than twenty minutes to drive from their home to the nearest department store.

The cross-tabulations between the answers to the above questions were inconclusive since the people who responded to the Spatial Factor were found in all of the above driving time groups.

An additional attempt was made to verify the hypothesis that when catalogue users do go shopping they in fact do tend to patronize the closest department.

A record was kept of the area (Census Tracts) of the interviewed catalogue users in Edmonton. The locations of the various census tracts were compared with the locations of the stores mentioned in the responses to Question Twenty-Eight (Appendix C). In general, the results were as expected, with the majority of catalogue users preferring to shop at the nearest department store, even though it did not always belong to the same company from which they obtained their catalogue orders. The only instance where this trend was not noted was in the downtown area of Edmonton where various department stores were preferred by the catalogue users for most of the commodities noted in Question Twenty-Eight.

A major departure from the normal pattern was found with the responses to the question on furniture. Twenty-seven people replied that they would buy furniture from a furniture warehouse establishment in preference to the nearest (or any) department store.

This latter factor appears to offer support to the concept:

that as the price of the commodity increases the amount of effort expended to minimize the expense

likewise increases and that a satisfactory solution is obtained at a location which offers the best combination of selection and price.

The above concept is the basis for the success of the discount type of department stores which offer lower prices because they have satisfied the above conditions while reducing staffing to a minimum. Obviously, it appears that the furniture retail warehouses in Edmonton also fit the above conditions.

To return to the original hypothesis:

that catalogue users shop in a spatially rational fashion and will shop at the closest department store, regardless of the fact that it may not be the one from which they do most of their catalogue shopping.

The questionnaire results showed that this hypothesis could definitely be accepted for Edmonton. However, the results for the other two communities were less clear. The spatial dimensions of the shopping areas in both Camrose and Vermilion appear to be so small that the sampled catalogue users did not indicate that spatial factors played a part in their in-store shopping trip decisions. Technically the above hypothesis does not really apply to either Camrose or Vermilion because of the lack of a department store with remote purchasing facilities in these towns. Thus, for Edmonton alone then the results obtained from the randomly sampled catalogue users indicate that, in the larger cities at least, catalogue users do appear to shop in a spatially rational fashion and do not demonstrate spatially irrational loyalty to the department store whose catalogue they use most frequently.

In both Camrose and Vermilion the answers to Question Twenty-Eight indicated that the Merchandise Factor was the most important one in deciding which store to patronize. This is interesting because when this study was considered it was thought that a primary reason for the use of catalogues in the smaller urban areas would be because of the limited selection of goods available from the stores in those communities. Now, while this aspect is considered in Chapter Six, it is pertinent to note that of the thirty-one sampled catalogue users in Camrose and Vermilion whose answers were grouped under the Merchandise Factor, twenty-six of them indicated that 'Selection' or 'Range of Goods' was their primary reason for preferring one store over the others in that community.

The Vermilion sample showed one other interesting response pattern and that was on the relatively high ranking for the Service Factor (thirteen of thirty-five). This could indicate that staff personnel are an important factor in store selection in communities the size of Vermilion.

5.4 Longer Shopping Trips

In addition to the above hypotheses on shopping behaviour in the local communities an attempt was made to determine if catalogue users travelled beyond the limits of their own community to shop for items that either were not available locally, or were present with a limited range in selection or prices.

Thus, it was hypothesized:

that the distance that catalogue users are willing to travel is a function of the probability of getting

the specific item required with the least amount of effort.

This hypothesis has already been shown to be basically true for the sample of known catalogue users in Edmonton. Questions Thirty, Thirty-One and Thirty-Two were asked in the Camrose and Vermilion surveys in an attempt to see if the same results would be obtained when the range of goods available was much less.

A previous study of shopping trips made by consumers from one place to another found that very few visited a centre in the hierarchy above that of their own town and that many shopped only locally. (Johnston and Rimmer, 1967.) Given the fact that the sample consisted of people who did avail themselves of the opportunity to use remote purchasing methods (catalogues), it was originally thought that the results of this survey would indicate that few, if any, of the samples actually shopped in communities other than their own.

The results to Question Thirty (What do you think of the range of goods and services offered by the stores in your community?) revealed that in both communities (Camrose and Vermilion) the sampled catalogue users felt that, as a community, they were well served by the existing retail outlets. In Camrose fifty percent and in Vermilion forty-six percent indicated 'Good' on the Response Card. It must be emphasized that the question pertained to the community as a whole and not to the individual stores.

Tables 5.3 and 5.4 show that, as expected, the catalogue users shopped primarily within their own communities. In retrospect it

appears that Questions Thirty and Thirty-One (Appendix C) were poorly phrased since there is not any documentation of where the 'Other' shopping was done. However, the following Chapter does show that a large percentage of it was accounted for by Catalogue Shopping.

TABLE 5.3

AMOUNT OF SHOPPING DONE IN THE STORES OF THE HOME COMMUNITY

	<u>ALL</u>	<u>MOST</u>	<u>ONE HALF</u>	<u>ONE QUARTER</u>	<u>VERY LITTLE</u>	<u>TOTAL</u>
CAMROSE	1 (2)	19 (38)	20 (40)	6 (12)	4 (8)	50 (100)
VERMILION	2 (5.7)	20 (57.1)	11 (31.4)	2 (5.7)	0 (0)	35 (100)
TOTAL	3 (3.5)	39 (42.9)	31 (35.3)	8 (9.4)	4 (4.3)	85 (100)

* Figures in brackets percentages

Source: 1971 Consumer Questionnaire

TABLE 5.4

AMOUNT OF SHOPPING DONE IN EDMONTON BY KNOWN CATALOGUE USERS

	<u>CAMROSE</u>	<u>VERMILION</u>
ALL	0 (0)	0 (0)
MOST	2 (4)	0 (0)
ONE HALF	1 (2)	0 (0)
ONE QUARTER	6 (12)	6 (17.1)
VERY LITTLE	20 (40)	16 (45.7)
NONE	21 (42)	13 (37.1)
TOTAL	50 (100)	35 (100)

* Figures in brackets column percentages

Source: 1971 Consumer Questionnaire

Table 5.4 is also interesting because it shows that in both communities a large percentage of regular catalogue users seldom or never travel to Edmonton to shop (Camrose eighty-two percent, Vermilion eighty-three percent). Another remarkable fact is the similarity of these figures even though Vermilion is approximately sixty miles further from Edmonton than Camrose (see Map 1.1).

Thus, it appears that the access afforded by catalogue shopping combined with the range of available goods at the local level indicates that the catalogue users in Vermilion and Camrose are acting in a fashion that would permit the acceptance of the hypothesis:

that the distance that known catalogue users are willing to travel is a function of the probability of getting the specific items required with the least amount of effort.

5.5 The Frequency of Shopping Trips by Catalogue Users

In his exhaustive study of the shopping behaviour of women in New York and Cleveland Rich (1963: 225) showed that telephone shoppers were also likely to be frequent in-store shoppers as well. Thus, one of the important aspects of this study was to try to determine the impact of catalogue shopping on the frequency of shopping trips.

To begin with some estimate was needed of the frequency of shopping trips by non-catalogue users. It was decided that the best way to determine this (short of another questionnaire) was to ask the merchants in the three communities how often they felt women shopped in their stores. The answers varied from between one week to three weeks so a period of two weeks was taken as average. Actually, the preliminary survey in Edmonton left the impression that the regular catalogue users

in Edmonton shopped more frequently than that. It was felt that this could be attributed to the greater shopping opportunities afforded by the downtown core area combined with the several large suburban shopping plazas. Therefore, it was hypothesized:

that regular catalogue users living in the larger urban areas do more in-store shopping than those who dwell in the smaller communities.

Table 5.5 shows the results that were obtained when the sampled regular catalogue users were questioned on the frequency of their shopping trips (Question Eight).

When the results were analyzed a significant relationship was obtained (.05 level), which while encouraging, did not help in the explanation because it was Camrose with fifty-two percent of the sample preferring to shop Once-A-Week-Or-More, to Edmonton's thirty-four percent and Vermilion's thirty-one percent. The modal group for the latter two samples was the Once-Every-Two-Weeks group which indicated that catalogue ordering does not appreciably affect the frequency of shopping trips in the above communities.

Several attempts were made to try and account for the higher frequency of trips in Camrose. The cross-tabulations between the responses to Question Eight and the socio-economic questions (Thirty-Three to Forty-Four) were analyzed, store and regional planning officials were consulted and the actual questionnaires extracted and perused. None of the above methods contributed significantly to the explanation which is even more puzzling because it was the Camrose sample that also indicated that a higher majority than either the Edmonton or Vermilion samples preferred to postpone shopping until more than one or two items were needed. Nevertheless,

TABLE 5.5

FREQUENCY OF SHOPPING TRIPS BY CATALOGUE USERS

	<u>Edmonton</u>	<u>Camrose</u>	<u>Vermilion</u>	<u>Total</u>
TWICE A WEEK	11 (11)	2 (4)	6 (17.1)	19 (103)
ONCE A WEEK	23 (23)	24 (48)	5 (14.3)	52 (28.1)
ONCE EVERY TWO WEEKS	30 (30)	4 (8)	10 (28.6)	44 (23.8)
ONCE A MONTH	24 (24)	9 (18)	10 (28.6)	43 (23.2)
ONCE EVERY TWO MONTHS	6 (6)	2 (4)	3 (8.6)	11 (5.9)
ONCE EVERY FOUR MONTHS	6 (6)	9 (18)	1 (2.9)	16 (8.6)
TOTAL	100	50	35	185

Figure in brackets column percentage.

Source: 1971 Consumer Questionnaire.

the results of the analysis refute the hypothesis that the regular catalogue users in the larger urban areas do more in-store shopping than those living in the smaller communities.

5.6 Catalogue Users and Non-Catalogue Telephone Shopping

The spatial implications of a widespread consumer switch to telephone ordering would be immense. Stores would close. Huge warehouses would take their place. Even the morphology of cities would change since the expensive downtown retail sites would no longer be needed.

The above are some of the possible affects of a widespread switch to catalogue use and are considered in more detail in the final chapter. This section is only concerned with the use of the telephone to order goods, from stores, not catalogue items from Catalogue Order Offices or Catalogue Order Desks.

One of the major parts of any discussion on remote purchasing is the subject of Consumer Perceived Risk. The following sub-section deals with this concept in the context of non-catalogue telephone shopping.

5.6.1 Consumer Perceived Risk

It appears to be commonly accepted that women shop by telephone because it is the most convenient method of shopping. Why then, if it is so convenient are not all women shopping in this fashion? The answer lies in the concept of consumer perceived risk. In his survey of consumers Rich found that:

"in New York . . . nearly two-thirds of the women interviewed had not placed one phone order during the past year. In Cleveland, slightly more than half had not shopped by phone during the year prior to the survey. (Cox and Rich, 1964: 32)

To investigate the reasons for the above a study was made of the finding of the original Rich survey. The hypothesis for this latter study was:

"that the additional elements of potential uncertainty present in telephone shopping create risk which acts as a deterrent to phone shopping." (Cox and Rich, 1964: 33)

After analyzing the theoretical and administrative issues involved in the concept of consumer perceived risk Cox and Rich concluded that the phrase 'purchase decision' was really too simplistic and that:

"Most purchases involve multiple decisions (brand, size, colour, style, etc.). The more decisions required in making a single purchase, the more important the decisions are; and the more uncertain the consumer is about making the decision without visual inspection, the greater the risk potential of ordering the product by phone." (Cox and Rich, 1964: 38)

In the following chapter, aspects of Cox's and Rich's findings will be compared with catalogue shopping. However, it was felt that since regular catalogue users accepted the 'perceived risks' of catalogue ordering they would also be amenable to telephone ordering to the local stores for the goods that they required. The origins of the non-catalogue telephone orders were not considered in the analysis, they could have been in response to newspaper advertisements, previously seen items, or simply requests for information on the availability of a particular item.

Thus, the hypotheses were formed:

that regular catalogue users who order catalogue items by telephone will also order in-store items by telephone.

And,

that city residents who are regular catalogue users are more likely to shop by telephone for in-store goods than are those who live in towns or villages.

The latter hypothesis was formulated because it appeared that the presence of a daily newspaper (The Edmonton Journal) enhanced the opportunities for telephone ordering by the presence of advertisements which encouraged this practice.

The results of the investigations were quite surprising. An overwhelming majority of catalogue users (130/185) ordered catalogue items by telephone but as Table 5.6 shows only 4.9 percent used it 'Often' and only 15.1 percent, 'Sometimes' for non-catalogue orders.

TABLE 5.6

FREQUENCY OF NON-CATALOGUE TELEPHONE SHOPPING

	OFTEN	SOMETIMES	SELDOM	NEVER
EDMONTON	7 (7)	24 (24)	26 (26)	43 (43)
CAMROSE	1 (2)	4 (8)	2 (4)	43 (86)
VERMILION	1 (2.9)	0 (0)	5 (14.3)	29 (82.9)
TOTAL	9 (4.9)	28 (15.1)	33 (17.8)	115 (62.2)

* Figures in brackets percentages.

Source: 1971 Consumer Questionnaire

As has been the case in previous comparisons, no difficulty was faced in obtaining a significant relationship at the .05 level. Thus, while Table 5.6 does indicate that regular catalogue users in Edmonton do shop by telephone for non-catalogue orders more than those who live in Camrose or Vermilion, the surprising factor is the percentage who never shop by telephone for non-catalogue items. (Forty-three percent in

Edmonton, eighty-six percent in Camrose, eighty-three percent in Vermilion.)

The cross-tabulations between the response to this question and the other non-catalogue shopping questions were of little help in explaining the reluctance of catalogue users to shop by telephone for non-catalogue items.

Thus, it appears as if regular catalogue users living in cities with daily newspapers use the telephone more for non-catalogue orders than do those who live in the smaller towns and villages without their own daily newspapers. However, the actual amount of usage is far less than would be expected from people who accept the perceived risk of catalogue shopping.

The explanation of why it is less could be accounted for by their attitudes towards the department store catalogues and their catalogue shopping behaviour, both of which are examined in the following chapter.

5.7 Summary

A major part of the chapter was concerned with the Principle of Least Effort. It was discovered that this principle held only for the largest urban area, Edmonton, and that in towns the size of Camrose or Vermilion the shopping area was small enough that all the stores were probably perceived as being of approximately equal distance. Thus, such factors as an individual store's selection of goods or sales personnel became more important in these communities than its distance from the catalogue user's own home.

In this chapter it was also found that catalogue users are loathe to leave their own communities for shopping purposes and that they felt that their community was adequately serviced, in number and kind at least, by the existing retail outlets.

It was also learned that the use of catalogues does not appear to alter the frequency of shopping trips and that there was a significant difference in the frequency of shopping among the three sample groups, although it was not in the order hypothesized.

Finally, it was discovered that the majority of catalogue users do not use the telephone to order other than catalogue items. However, a slightly higher acceptance of this practice in Edmonton was attributed to the presence of a daily newspaper in that city.

CHAPTER SIX

CATALOGUE SHOPPING

6.1 Introduction

This chapter is devoted to explaining why people in urban areas use department store catalogues. Eighteen different hypotheses are formulated and examined in attempting to discover the motivational basis of catalogue use and whether or not this basis is the same in the three study areas. This chapter also examines the nature and extent of catalogue use in the three communities and attempts to account for the differences that occur in both spatial and social terms. The chapter begins with the continuation of the discussion of the perceived risk element in remote purchasing by examining this concept as it applies to department store catalogue shopping.

6.2 Perceived Risk and Catalogue Shopping

From the investigations conducted by Rich and Cox in the United States it was felt that the perceived risk element would most certainly be a major part of the decision whether or not to order a certain item from a department store catalogue. Thus, this study tried to examine the perceived risk component of catalogue shopping in the three study areas and attempts to discover if there are significant differences among them for individual items and for all catalogue goods taken together.

Cox and Rich (1964: 37) found that such items as bed linens and women's lingerie had low perceived risk ratings and were frequently purchased by telephone. They also discovered that such things as handbags and kitchen tables and chairs were perceived as high telephone

shopping risks and were infrequently obtained by telephoned orders.

Question Twenty-Six (Appendix C) was included on the questionnaire to test the hypothesis:

that regular catalogue users do perceive risk in remote purchasing through department store catalogues and that the items that they most frequently purchase are those which contain the least perceived risk. This factor is not related to the location of the known catalogue user doing the purchasing.

The historical analysis presented in Chapter Three showed that the 'Satisfaction Guaranteed' policies of Eaton's and Simpsons-Sears' took some of the worry out of remote purchasing through the use of department store catalogues. However, the results obtained from Question Twenty-Six were most surprising. There was only one woman in the total sample who could see any significant amount of risk in ordering items by catalogue. In all three study areas there was no indication that any items suggested in Question Twenty-Six held a significantly high perceived risk rating. In fact, most regular catalogue users interviewed stated that while they had not recently purchased (or intended to purchase) any of the goods listed they would not worry about ordering them from a catalogue.

There is an easy explanation for the differences found in this study when compared to the results obtained by Cox and Rich (1964). As was mentioned in Chapter Three, both Eaton's and Simpsons-Sears Catalogue Divisions operate under the principle 'Satisfaction Guaranteed Or Money Refunded'.

Numerous examples were cited by the women sampled in all three study areas of items that they did not approve of being sent

back for exchange or refund. In Edmonton this process was done directly from the home with absolutely no consumer movement involved. A company delivery truck picked up the order in question and later delivered a replacement or the consumer's account was suitably adjusted. In both Camrose and Vermilion the items were taken back to the C.S.O. for refunds or to order a suitable replacement.

Thus, the results obtained in response to Question Twenty-Six clearly lead to the rejection of the hypothesis proposed earlier. It may be that some items would reflect a high catalogue perceived risk rating; but as long as the companies continue to guarantee satisfaction with all catalogue orders the perceived risk rating for remote purchasing from department store catalogues will remain low.

6.3 Catalogues and Telephones

While the Catalogue Sales Office has been shown to be an important aspect in accounting for the success of the department store catalogues, the most important component (next to the catalogue itself) is the telephone. In the previous chapter it was revealed that very few regular catalogue users ordered non-catalogue items by telephone. (See Appendix C - Question Twenty.) In this section it is hypothesized:

that city and suburban catalogue users do more catalogue shopping by telephone than the catalogue users who live in the smaller urban areas.

The above hypothesis is accompanied by the hypothesis:

that regardless of location all catalogue users who usually ordered by telephone would also use the telephone a lot during the day for other purposes.

The first hypothesis was posed because it was felt that the average catalogue user in the city could do all her remote purchasing

from the home by telephone and receive delivery to the home by department store delivery van, while the small town catalogue user was required to pick up her items at the local C.S.O.

It followed then that in the smaller urban places the known catalogue users would be more likely to place their catalogue orders while doing other shopping in the vicinity of the C.S.O.

The results were not surprising. Eighty-six percent of the Edmonton sample claimed they used the telephone to make their last catalogue order. This compared with only sixty-six percent of the Camrose sample and the even smaller thirty-one percent in Vermilion. Mail-order was only used by five percent of the Edmonton sample, zero percent of the Camrose sample and three percent of the Vermilion sample. Therefore, the terms 'mail-order purchasing' and 'mail-order catalogues' are now anachronistic when they are used in reference to the use of department store catalogues by urban catalogue users.

The proportion of catalogue users who placed their last catalogue order at the Catalogue Order Desk or in the Catalogue Sales Offices increased as the size of their home community decreased. Only nine percent of the Edmonton regular catalogue users ordered their last catalogue items at the Catalogue Order Desk of one of Edmonton's two Eaton's or Simpsons-Sears stores. This nine percent compares with the thirty-four percent of users in Camrose whose last order was placed in that town's Simpsons-Sears or Eaton's C.S.O. and the sixty-six percent of the sampled catalogue users in Vermilion whose last catalogue order was placed in one of the two company's C.S.O. Thus, it appears that the

provision of home delivery which is found only in Edmonton greatly increases the likelihood of telephoned catalogue orders.

The first hypothesis mentioned in this section was concerned with the relationship between the daily usage of the telephone and catalogue ordering. It was posed because it was felt that it would help to show that there was no significant difference in the three study areas in the attitude towards telephone usage by regular catalogue users. It was also thought that known catalogue users who used the telephone to make an order would also use the telephone a lot during the day for other purposes. (Cox and Rich, 1964: 34.)

Thus, the responses to Question Nineteen on mode of ordering were cross-tabulated with the groupings obtained from Question Twenty-One on telephone usage. The results obtained were almost identical. In each study area over eighty percent of the persons who used the telephone to make their last catalogue order also indicated that they 'used it a lot every day, both for chatting and making arrangements'. (See Appendix C - Question Twenty-One.)

The results to the above 'telephone' hypotheses have several important spatial implications. First, telephone ordering has been shown to be directly related to the provision of a delivery service and that a cessation of home delivery could be followed by a decline in telephoned catalogue orders. Likewise, the expansion of home delivery to areas that do not now have it could be accompanied by an increase in telephoned catalogue orders. Thirdly, the use of the telephone to order catalogue items or just to inquire about the availability of

goods before making a shopping trip probably reduces significantly the actual number and frequency of shopping trips. This aspect should be borne in mind by spatial analysts when they undertake further research in shopping behaviour and shopping pattern analysis.

6.4 Catalogues and Credit

A hypothesis was developed from the idea that the acceptance of telephone ordering and the provision of home delivery services increases the likelihood of the use of consumer credit with the department whose catalogue is used most frequently. In this case, consumer purchasing would be totally remote because there would be no direct (C.O.D.) money transfers and no consumer movement.

Only those communities large enough to have retail store delivery services have catalogue delivery services. Thus, it was hypothesized:

that city residents are more likely to have a charge account with the department store whose catalogues they use the most than are catalogue users who live in the smaller villages and towns.

The results obtained from the Questionnaire Survey showed that this relationship existed, although it was not as pronounced as expected. Fifty-eight percent of the Edmonton sample indicated that they had a charge account with the company whose catalogue they used the most, compared to thirty-six percent in Camrose and only twenty-six percent in Vermilion.

This difference was significant and it would point to the acceptance of the above hypothesis. Yet, this must be tempered with the fact that there were no statistically valid relationships discovered in

the cross-tabulations between the use of credit, the prevalence of telephone ordering, or the presence of delivery services, among the regular catalogue users in the three study areas.

It should be noted at this point that this question on the use of credit by catalogue users drew an emotional response from many of the people sampled in Camrose and Vermilion. These people spared no effort in vociferating their displeasure with credit 'and everything it stood for'. Since this was only apparent in the rural oriented communities it might be related to the rural 'ethic' of many of the sampled citizens and probably is representative of all the population and not just the regular catalogue users.

The relationship between the rural and town use of department store catalogues and credit buying was mentioned recently by Zimmerman and Moneo (1970).

"The country people, during times of prosperity, seem to spend more of their income with the independent merchants in the farm cities as well as in the specialty stores of the prairie cities. When economic conditions deteriorate credit buying resumes. The department stores (with mail-order catalogues and branch offices) readily revert to credit accounts." (Zimmerman and Moneo, 1970: 34.)

This aspect of cyclical use of credit deserves the attention of the person who undertakes an analysis of the economics of department store catalogue use.

6.5 Catalogues and Seasonal Shopping

In the discussions held with the Catalogue Division executives of both Eaton's and Simpsons-Sears it was emphasized by all of them that the catalogue business is seasonal and that the Fall period leading up

to Christmas was the season of greatest catalogue use. In this section this hypothesis is examined for the three study areas.

The spatial implications of a major switch by consumers to the use of catalogues for pre-Christmas and Christmas orders could be quite significant. It has already been mentioned in Section 3.7 that the results of surveys conducted in the summer months are usually projected for the whole year and the spatial analysis rests on that premise.

Unfortunately, there is little or no evidence published to show that the same people do patronize (i.e. spend a proportionally larger amount of money in) the same store at Christmas as they do for the rest of the year. The evidence presented below indicates that this situation is worth investigating from both a spatial and economic point of view. However, there is no evidence to indicate that the seasonal increase in catalogue orders is accompanied by a switch from in-store shopping to remote purchasing.

Question Fourteen (Appendix C) asked about the frequency of catalogue orders over a twelve month period from the Fall of 1970 to the Summer of 1971. Table 6.1 indicated how the frequency of ordering was related to the time of year and it shows that the relative frequency of orders is by far the greatest in the Fall. It is noted that there is a greatly increased relative frequency of Fall orders in Camrose and Vermilion compared to Edmonton. In the two smaller communities these are more than double the percentage placed in the Spring and triple that of the Summer. This could be an indication of the greater relative importance of catalogue shopping in these smaller communities and this is discussed in the following section.

Thus, it does appear that the hypothesis can be accepted:

that there is a marked seasonality to department store catalogue ordering, regardless of the location of the consumers doing the ordering.

TABLE 6.1

FREQUENCY OF CATALOGUE ORDERS IN DIFFERENT SEASONS

(PERCENT GREATER THAN ONE OR TWO ORDERS PER SEASON)

	FALL	SPRING	SUMMER
EDMONTON	53	38	28
CAMROSE	66	28	22
VERMILION	69	32	12

Source: 1971 Consumer Questionnaire

6.6 The Relative Percentage of Shopping Done Through Catalogues

It has been mentioned previously that the questionnaire was deliberately designed to exclude direct reference to money spent on catalogue shopping. It was originally thought that the information obtained on type of good last ordered and on frequencies of catalogue orders would together permit conjecture on the value aspect of catalogue shopping.

This reasoning of course was based on the premise that the relative size (value) of each order was approximately the same. However, many of the respondents (in Camrose and Vermilion especially) noted that they were in the habit of ordering from the catalogue infrequently during the year; but that they placed relatively substantial single season orders (usually pre-Christmas).

Also, it was not until the Edmonton survey was almost completed that it was realized that there were no questions aimed at relating the amount of catalogue shopping done in an area to in-store shopping. Therefore, Question Seventeen (Appendix C) was included for the Camrose and Vermilion samples. Thus, from the information gained in both the preliminary interviews and the Edmonton sample, it was hypothesized:

that catalogue shopping accounts for a considerable proportion of the total yearly non-food shopping done by known catalogue users and that in the smaller communities they comprise a major proportion of the total population.

Table 6.2 shows the responses to Question Seventeen and these percentages indicate that there is in fact a substantial amount of total non-food shopping done through catalogue by the sampled known users in these communities. In fact over fifty percent in both Camrose and Vermilion samples indicated that they spent at least a quarter of their non-food shopping budget on goods obtained through catalogues.

TABLE 6.2

AMOUNT OF NON-FOOD SHOPPING DONE THROUGH THE USE OF DEPARTMENT STORE
CATALOGUES

	(PERCENTAGES)	
	CAMROSE	VERMILION
MOST	2	9
ONE HALF	10	37
ONE QUARTER	38	37
VERY LITTLE	50	17
TOTAL	100	100

Source: 1971 Consumer Questionnaire

Again, it must be emphasized that the results only pertain to the sample of known Simpsons-Sears catalogue users. They must not be taken as representative of either Eaton's catalogue users, or the total populations of both communities.

It is also unfortunate that the restrictive conditions under which Simpsons-Sears provided complete mailing lists for Camrose and Vermilion were such that no comments can be made of the total number of Simpsons-Sears catalogue users in both communities.

Thus, there actually is very little that can be said about the relative contribution of catalogue shopping to the total retail market in these communities.

The Census figures and the statistics published by Statistics Canada do not separate department store catalogue sales from other department store figures. Again, this is because of the duopoly situation that exists between Simpsons-Sears and the T. Eaton Company. Nevertheless, with eighty-three percent of the Vermilion sample and fifty percent of the Camrose sample indicating that they conduct from a quarter to all of their total non-food shopping through catalogues there is an obvious need for more detailed research into the economic impact of department store catalogue use in the smaller cities and towns in Alberta.

Thus, the only definite conclusion that can be drawn is that the value of catalogue shopping in Camrose and Vermilion must account for a significant proportion of the total yearly non-food shopping done by known catalogue users.

6.7 Catalogues and Mothers

In Section 6.1 it was shown that much of the perceived risk

element of catalogue shopping was removed by the company's pledge of 'Satisfaction Guaranteed'. In this section the use of catalogues as a shopping mode by a present user's mother is examined for the three study groups.

The long established use of department store catalogues in Western Canada has already been documented in Chapter Three. It was therefore thought that the successful use of department store catalogues by a present user's mother (or grandmother) would have incentive for the present user to accept the catalogues as a viable shopping mode. Thus, it was hypothesized:

that the use of a catalogue by a present user's mother could be an important factor in accounting for the acceptance of this form of retailing by the present user.

Table 6.3 shows how the present users answered Question Sixteen which asked about the use of the two large seasonal catalogues by their mothers.

TABLE 6.3

USE OF A DEPARTMENT STORE CATALOGUE BY A PRESENT USER'S MOTHER
(PERCENTAGES)

	EDMONTON	CAMROSE	VERMILION
NONE	25	16	14
EATONS ONLY	29	32	63
SIMPSONS-SEARS ONLY	5	2	3
BOTH	41	50	20
TOTAL	100	100	100

Source: 1971 Consumer Questionnaire

If the above table is divided in a straight Yes/No ratio then seventy-five percent of the Edmonton sample; eighty-four percent of the Camrose sample; and eighty-six percent of the Vermilion sample; indicated that their mother did use one or more of the two major department store catalogues.

Thus, the above relatively high percentages indicate that a significant number of the sampled population of catalogue users come from families in which their mothers had used a catalogue. Also, this pattern of continued mother-daughter catalogue use was only slightly less noticeable in the big city (Edmonton) than it was in the smaller towns of Camrose and Vermilion.

6.6 Multiple Catalogue Use

The figures shown in Table 6.3 indicated another factor besides the positive relationship between the use of department store catalogues by mothers and daughters in the three study areas. It also showed that there are in all three areas many current users of Simpsons-Sears catalogues whose mothers only used Eaton's catalogues. In addition, Table 6.3 also revealed that in the cities of Camrose and Edmonton especially, there was a substantial percentage (fifty and forty-one respectively) of mothers who had regularly used both the major department store catalogues.

Question Nine (Appendix C) was asked to test the idea that once a person accepted remote purchasing through catalogues she is likely to comparison shop between the two catalogues much as she would in her normal in-store shopping patterns.

The hypothesis presented in Chapter One stated:

that regardless of location, a substantial percentage of known users of Simpsons-Sears catalogues also used Eaton's catalogues enough to receive copies of the seasonal catalogues; but that they still did the majority of their catalogue shopping from Simpsons-Sears.

Table 6.4 indicated that in all three study areas the majority of sampled Simpsons-Sears catalogue users also used Eaton's catalogues enough to be eligible to receive them on a regular basis. In fact, just sixteen percent of the Edmonton sample, twelve percent of the Camrose sample, and twenty-three percent of the Vermilion sample only used the Simpsons-Sears catalogues. The catalogue users in the Edmonton sample proved to be the most loyal with sixty-five percent indicating that they used their Simpsons-Sears catalogues more frequently than those supplied by Eaton's. The percentages for Vermilion and Camrose were only forty-three and thirty-six respectively. Finally, only eleven percent in Edmonton compared to seventeen percent in Vermilion and twenty-six percent in Camrose claimed that they used the two companies' catalogues equally.

TABLE 6.4

MULTIPLE CATALOGUE USE
(PERCENTAGE)

	EDMONTON	CAMROSE	VERMILION
Simpsons-Sears Only	16	12	23
Eaton's Most Often	8	26	17
Simpsons-Sears Most Often	65	36	43
Both Equally	11	26	17
Total	100	100	100

Therefore, from the above it can clearly be seen that regardless of location, a significant proportion of all users of Simpsons-Sears catalogues must also use Eaton's catalogues enough to receive copies of the large seasonal catalogues. However, the latter part of the hypothesis must be rejected since only the results obtained from the Edmonton sample clearly indicated that these consumers did the majority of their catalogue shopping from Simpsons-Sears.

Obviously, if either Camrose or Vermilion lacked one of the two department store's catalogue sales offices then the other company would have had a far greater dominance in that community. Unfortunately, when the study was designed this aspect was not considered and all three areas sampled had both Simpsons-Sears and Eatons catalogue services. In any event, it has been indicated in Appendix E and Tables 3.2, 3.3, 3.4 that Simpsons-Sears now appears to be attempting to create a captive market by locating C.S.O.'s in communities without an Eaton's order office.

6.9 Types of Catalogue Items Purchased

Why do people in urban areas use department store catalogues? This was, has been, and remains the fundamental underlying question of this study. It was hypothesized that women living in different types of urban communities use the catalogues for different reasons. In Chapter Two it was shown that there is a significant difference in the sets of attitudes towards shopping held by the women in the three samples. In Chapter Five it was shown that the regular catalogue users in Camrose and Vermilion had different motivations for preferring

specific stores for their non-catalogue shopping than those in Edmonton. In this section an attempt is made to determine if the type of article purchased varies between the three sampled locations.

Since the questionnaire was administered at approximately the same time of year in each of the study areas it was felt that any significant difference in responses among them to a question on the last good ordered would indicate that the regular catalogue users in each of the areas were using the catalogues for different purposes. These differences in types of commodities ordered could then be related to the differences in alternative in-store shopping opportunities.

Thus, it was hypothesized:

that although the motivational basis for using a department store catalogue may vary with the location of the user's community, the actual type of articles most commonly purchased through department store catalogues does not.

The results to Question Thirteen (Appendix C) showed that there was no significant difference in the type of item ordered among the samples in the three study areas. By far and away the most commonly purchased items were women's clothes and children's toys and games. Together these accounted for fifty-two percent of the items ordered in Edmonton, forty-six percent of the goods bought through catalogues in Camrose and fifty-five percent for Vermilion.

The latter item (children's toys and games) is apparently a reflection of the season (late Autumn) in which the survey was undertaken. However, it also appears to have an interesting spatial dimension. This spatial aspect pertains to the fact that unless a catalogue user takes her children shopping she must hire a baby-sitter. It is much easier to

order children's Christmas gifts through the catalogues than either to hire a baby-sitter or try to keep the children out of the store's toy departments while she is buying them their Christmas presents.

6.10 Catalogue User's Own Preferences

This section describes how the sampled catalogue users identified and noted their own motivations for using department store catalogues. It was hypothesized:

that regular catalogue users can determine, and rank in importance, their reasons for shopping by catalogue and that these reasons differed with the size and location of the users home community.

Question Twenty-Four (Appendix C) was designed after it was thought that all the major motivational reasons for using catalogues had been discovered from the preliminary survey. As the actual questionnaire study progressed two other major reasons were found. Fortunately, it appears that both of these were common to all three of the study areas and that they do not have a spatial component.

The two motivations that were not included could best be described as psychological. It seems that some women use the catalogues to buy items that their husbands would not permit them to purchase on joint shopping trips. The other reason is that some women regard catalogue ordering as 'giving themselves a present'. The psychological ramifications of this purchase act were not considered; but it was noted that some women actually admitted that they tried to forget that they made an order so that they would be surprised when it was delivered.

The primary motivations (based on those offered for choice)

are given for each of the study areas in Figure 6.1. The X axis is the actual motivation represented by its Card number and is described in Table 6.5. The Y axis is the percentage that each motivation was picked as one of the three main reasons for catalogue use.

Attempts to have the sampled users rank their three main reasons according to importance were abandoned when many of the early sampled users spent several minutes trying to debate which of the three was the most important. Surprisingly little difficulty was faced in getting the catalogue users to pick the statements on the cards that applied to them and in having them reduce these to three (or less) key ones.

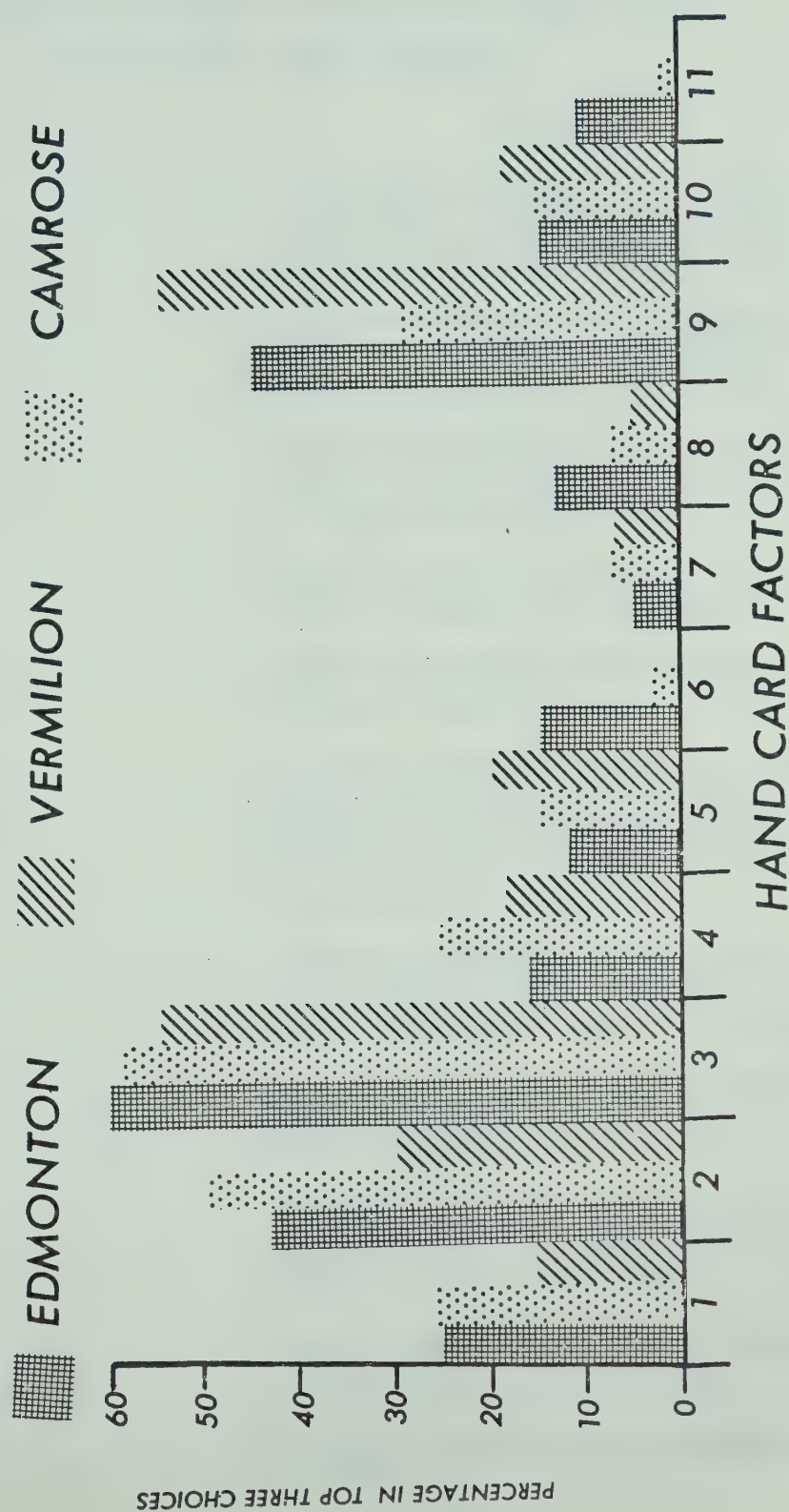
Not surprisingly all three samples showed highly significant internal distributions with over one quarter in all three samples choosing Responses Two, Three and Nine (see Table 6.5). Also, a significant difference in response preferences was established between the three sample groups. This was not expected since the frequency distribution in Figure 6.1 would suggest otherwise.

The test statistic (Chi Square) was recalculated manually because the original computer derived test statistic did not indicate which factors were contributing the most to its high value.

It was quickly discovered that since Vermilion and Camrose both lacked a public transit system there were few responses from these communities to Card Six (see Table 6.5). However, with this factor removed the recalculated test statistic still indicated that a significant difference existed between the three sample groups.

FIGURE 6.1

CATALOGUE USERS OWN MOTIVATIONAL RANKINGS



SOURCE: 1971 CONSUMER QUESTIONNAIRE

TABLE 6.5

POSSIBLE MOTIVATIONS FOR THE USE OF DEPARTMENT STORE
CATALOGUES BY URBAN CONSUMERS

CARD NUMBER	FACTOR
ONE	I use the catalogue because I hate shopping period. The rush and bother, the crowds are simply too much to cope with.
TWO	I use the catalogue to purchase goods that are not available locally and it would mean a special trip to get them.
THREE	I use the catalogue because most of the goods are less expensive than in the regular department stores.
FOUR	I use the catalogue because I have children too young to take shopping.
FIVE	I use the catalogue when the weather is too bad to go shopping.
SIX	I use the catalogue because we don't have a car that I can use during the day to go shopping and the nearest department store is too far away to walk and the bus service is poor.
SEVEN	I use the catalogue because in my condition (handicapped, pregnant, elderly) it is difficult to get out to shop in person.
EIGHT	I use the catalogue because I am working during the day and I am just too busy to shop in person.
NINE	Sometimes when I am just looking through the catalogue I see something that I want--so I place an order.
TEN	I use the catalogue to find specific items to match the rest of an outfit.
ELEVEN	My reason for using the catalogue is none of these.

In the calculation of this second test statistic it was revealed that the Camrose responses to Card Two were higher than expected. In this case this 'Lack of Selection' was expected to be a factor in both Camrose and Vermilion so the surprising thing really is Vermilion's low response and not Camrose's higher one.

The other factors which contributed to the acceptance of the test statistic were examined and they appeared to be related to lack of a representative sample of working women in Edmonton and Camrose. Thus, a third test statistic was calculated excluding Responses Six, Eight and Eleven. The results showed that at the .05 level there was no significant difference between the three study samples for the remaining eight Response Groups.

Thus, as far as the original hypothesis is concerned the first part:

that regular catalogue users can determine and rank
in importance their reasons for shopping by cata-
logue

is accepted because all three samples demonstrated proof of this through their ability to answer Question Twenty-Four on the questionnaire.

The hypothesis:

that these reasons differed with the size and location
of the user's home community.

was disproved since there was no significant difference noted once the three non applicable factors were extracted from the analysis.

In all three areas the regular catalogue users indicated Response Three more often than any other single factor. In both Vermilion and Edmonton Response Nine ranked second. Thus, 'Less Expensive' and

'Impulse Buying', two relatively opposed factors, appeared to be the main consumer identified reasons for the use of department store catalogues in the three study areas.

The third most popular reason for the use of catalogues in the three urban areas was spatial related in that the 'convenience' aspect cited by Stephenson (1967: 167) was applicable in that the catalogue was used to obtain goods that were not available locally and a special trip would have to be made to obtain them. (Card Three.) This also appears to be related to the 'Least Effort' aspect already cited in Section 5.3 in relation to the in-store shopping behaviour of known catalogue users.

6.11 Additional Factors Pertaining to the Use of Catalogues by Urban Residents

This section concludes the analysis of the consumer questionnaire by focusing on some of the socio-economic factors which help foster the use of department store catalogues in urban areas. Previously it has been shown that in three of the urban study areas, price, selection and habit are factors which contribute to the acceptance of remote purchasing through catalogues. In the following discussion it is assumed that people prefer to shop in person, but that if they are prevented from doing so, then the catalogues can be considered as an alternate shopping route.

The factors which 'prevent' women in urban areas from shopping in person include everything from young children in the home to lack of money. The prevention of using one method of satisfying a need does not necessarily mean that the need goes unsatisfied. Recently there

have been attempts by researchers to apply some of the theories of social psychology to spatial analysis. (Golledge, 1969.) The following quote has been included to demonstrate that these concepts can also be applied to remote purchasing as well as actual trip generating shopping behaviour.

"Hall . . . recognized that there are multiple response paths between any origin and goal and consequently individuals learn alternate ways of travelling routes. These alternatives form a habit 'family' which are arranged in preferred order. For example, short routes may be more strongly preferred to long routes. Less favoured routes are chosen when the more favoured are blocked in some way." (Cited by Golledge, 1969: 103.)

From the above it can be seen that on the one hand catalogue shopping could be considered a 'short route' between an origin (home) and a goal (consumer durables) and on the other a less favoured route (because of the perceived risk element) which was only utilized when a more favoured (in-store shopping) was blocked.

Thus, through the process of deductive logic it appears:

that if people prefer to shop in person, but for any number of reasons are prevented from doing so, then the catalogues could be considered an alternate shopping route.

The following then is concerned with some of the factors which 'prevent' urban women from shopping in person. Five hypotheses were formulated and the questionnaire was designed to gather the data necessary for testing their acceptance for each of the three study areas.

In his history of the T. Eaton Company, Stephenson indicated that the presence of young children in a family was a factor in catalogue use in urban areas.

"I have only two children but one of them still requires a baby-sitter when I'm out . . . For me to go shopping can mean as much as \$5.00 for a baby-sitter . . ."
(Cited by Stephenson, 1969: 187.)

The preliminary survey indicated that women with young children did comprise a substantial part of the population of catalogue users. Thus, from the combined impression gained from the literature review and the preliminary survey, it was hypothesized:

that in all the samples a large proportion of the catalogue users are women with young children at home.

However, it was also thought that elderly women and working women also were major users of department store catalogues. Therefore, the above hypothesis really had two purposes. First, to discover what proportion of known catalogue users were women with young children at home. Second, to discover if the relative proportion was the same for each community.

It has already been stated that due to unforeseen circumstances practically none of the population of working women who were catalogue users was included in the three samples. Therefore, it is not surprising to discover that in fact the largest majority of women interviewed were from the population of women with young children at home. Eighty percent of those regular catalogue users sampled in Edmonton indicated that they had children at home compared with seventy-three percent for Camrose and sixty-three percent for Vermilion.

As for young children, Table 6.6 indicates the percentages of the women who had children under six. While these figures are not nearly as high as the previous ones they still indicate that between thirty and forty percent of the known catalogue users sampled had pre-school aged children. While there were no significant differences between the samples, the presence of young children which makes in-store shopping

difficult does appear to be an important factor in the use of department store catalogues in all three of the urban study areas.

How isolated is the average urban catalogue user? Without a car to use for shopping trips many urban residents are as relatively isolated from the shopping areas as their country cousins. Can catalogue use be related to the lack of available daytime private transportation? To test this concept it was hypothesized:

that in the largest urban area considered the lack of available private transportation was a factor in the urban use of department store catalogues.

TABLE 6.6

CHILDREN UNDER SIX AT HOME

(PERCENTAGE)

	EDMONTON	CAMROSE	VERMILION
None	54	68	57
One	29	24	26
Two	15	8	11
Three	1	0	6
Four	1	0	0
Total with Children	46	32	43

Source: 1971 Consumer Questionnaire

Questions Thirty-Nine and Forty (Appendix C) were asked to test this hypothesis. In retrospect it now seems that a direct question: "Do you have a car that you can use for shopping during the day?" would have been much better.

The analysis of the questionnaire responses showed that only six percent of the Edmonton sample did not own their own car to twelve percent in Camrose and fourteen percent in Vermilion. The most surprising factor was the number of two car families. In each of the study areas exactly forty percent of the regular catalogue users sampled said that they were a two car family.

The fact that Card Six on the preference ranking (Table 6.5) was rarely chosen also demonstrates that surprisingly enough the lack of private daytime transportation is not a major factor in any of the three study areas.

Table 6.7 shows the percentages by age groupings of the samples in the three study areas. In this case the hypothesis was:

that there is no significant relationship between the use of department store catalogues and the age of the catalogue users.

Table 6.7 indicates that the age distribution in each of the study areas shows that the majority of women who are using department store catalogues most regularly are either at the age when they are raising children or are retired. It must be remembered that this survey did not include a representative sample of working women who use catalogues. Therefore, the figures may be more related to the age of women who are home during the day than to a definite bimodal distribution of the age groups of the catalogue using population.

TABLE 6.7

AGE OF SAMPLES

(Percentage)

Age Group	Edmonton	Camrose	Vermilion
Under 20	1	4	0
21 - 25	9	0	11
26 - 30	20	10	14
31 - 35	15	22	29
36 - 40	16	10	7
41 - 45	11	12	6
46 - 50	9	4	7
51 - 55	8	6	3
56 +	11	32	23
Total	100	100	100

Source: 1971 Consumer Questionnaire

Two further socio-economic factors were examined in each of the study areas. Question Forty-Two inquired about the occupation of the family's chief wage earner. Question Forty-Four asked for the range of the total family's combined yearly income. Both questions were directed at discovering if users of Simpsons-Sears catalogues belong to a particular social class or income group.

The hypotheses that were formed were:

that there is no significant relationship between the use of department store catalogues and the occupation of the chief family wage earner.

and;

that there is no significant relationship between the use of department store catalogues and the total family income of a family of known catalogue users.

The analysis of the responses to Questions Forty-Two and Forty-Four confirmed both the above hypotheses. There were no significant differences among the three samples for these factors.

In Edmonton, Camrose and Vermilion the occupations of the family heads varied widely and no social pattern emerged. However, one interesting facet of the analysis was that not one of the Vermilion sample indicated that the head of the household was involved in the retail section of the town's economy. While this does not prove that the spouses of the town's merchants avoid catalogue use, it does suggest that this could be the case since during the interviews of the randomly sampled people several who identified themselves as wives of local merchants stated that they 'wouldn't be caught dead' walking into one of the catalogue sales offices.

It appears that in places the size of Vermilion catalogue business must affect local in-store sales much like the cases cited in Section 3.2.

Figure 6.2 indicates the distribution of the sampled catalogue user's total family income. The income groups were displayed on hand cards and the sampled user was asked to state the number beside the one that she felt best suited herself or her family. This method of inquiry worked so well that only four of the total one hundred and eighty-five sampled users refused to indicate their family's total income bracket.

Figure 6.2 shows that the \$6,000 - \$8,999 income range was the prime modal group in the Edmonton and Vermilion samples with the \$3,000 - \$5,999 and the \$6,000 - \$8,999 being almost equally distributed in the Camrose sample.

The 1971 Census Income information was not available at the time of the analysis but the normally shaped distribution would suggest that the incomes of the families that use Simpsons-Sears catalogues is similar to that of the total for the three sampled communities.

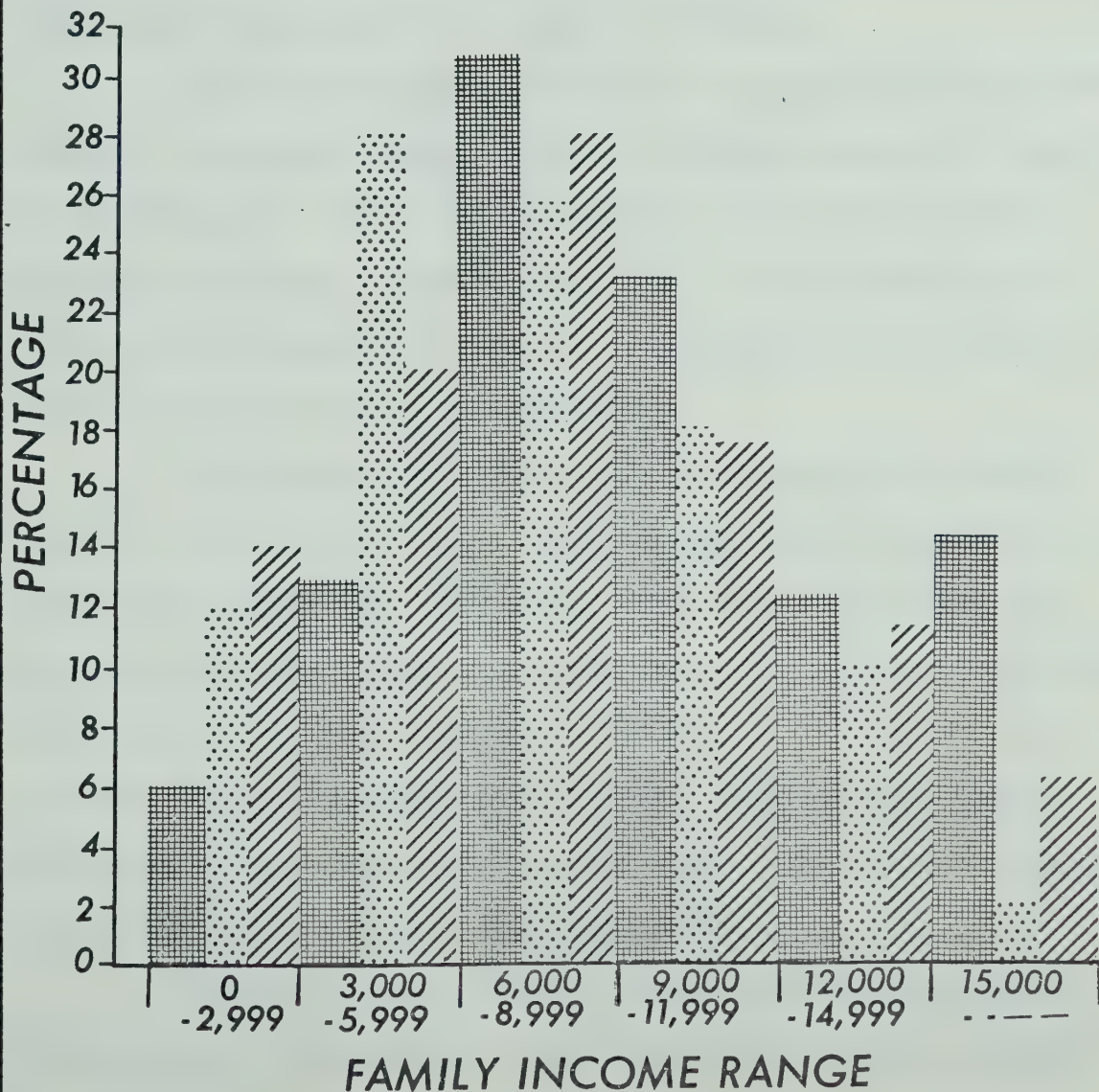
6.12 Summary

This chapter has dealt with the sixteen hypotheses presented in Chapter One that directly referred to catalogue shopping. It was shown that many catalogue users do not perceive risk in catalogue shopping and that this was directly related to the 'Satisfaction Guaranteed' policies of the two major Canadian department store catalogue firms. In this chapter evidence was produced which indicated that the provision

FIGURE 6.2

TOTAL FAMILY INCOME

EDMONTON CAMROSE VERMILION



SOURCE: 1971 CONSUMER QUESTIONNAIRE

of home delivery was related to increased telephone ordering and that women who regularly placed orders by telephone also used the telephone a lot during the day for other purposes.

The use of credit was found to be most prevalent in the largest sampled community, Edmonton, and this was related to home delivery and telephone ordering. It was also discovered that catalogue credit accounts were generally disliked by the sampled users in the smaller rural oriented urban areas of Camrose and Vermilion. This was attributed to the fact that rural oriented consumers only use credit when forced to do so by economic conditions.

Part of the Chapter dealt with the seasonality of catalogue shopping. The study revealed that most catalogue orders were placed in the Fall season before Christmas and that these orders probably accounted for between a quarter and a half of the catalogue user's total non-food shopping and that this aspect was more noticeable in the smaller centres of Camrose and Vermilion.

In all three areas there was a strong association noted between a present user's use of the catalogues and the fact that her mother also ordered from catalogues. Also, it was found that the spatial setting had little or no influence on whether or not the user patronized one or more of the department store catalogues and it is concluded that the catalogue users probably conduct their remote purchasing by comparison shopping between the catalogues, much as they would compare prices between department stores.

The types of items ordered through catalogues appeared to be of two major kinds; women's apparel and children's toys and games.

It was concluded that the latter was a seasonal factor related to the fact that catalogue shopping was an easy way to obtain children's Christmas gifts without them knowing about it. Again, no significant spatial variations in responses were discovered.

When the samples of regular catalogue users were asked to choose the reasons for their continued use of the catalogues it was found that in all three areas the sampled catalogue users noted that catalogue purchases were less expensive than in-store purchases. It was also shown that when several extraneous factors were excluded from the analysis that there was no significant difference among the three samples in their most commonly cited choices for catalogue use.

In the final section it has been suggested that catalogue use could be viewed as an alternative to in-store shopping when the latter form was prevented. Several factors which could have prevented urban catalogue users from in-store shopping were examined. It was found that over a third of all the sampled users had at least one child under six years old and that this was a common factor to all three samples.

Lack of accessibility caused by the lack of private transportation was not important in any of the three study areas and a surprisingly high percentage of all samples indicated that there was more than one car in the family.

In Camrose and Vermilion the majority of catalogue users were found in the twenty-six to thirty-five and over fifty-five age groups, while in Edmonton the distribution was more uniform. No conclusion was reached on the age distribution of the samples because of the lack of a representative sample of working women who use

catalogues. This was because these people could be expected to be found in the before and after child bearing years and before retirement. (i.e. before twenty-six and between thirty-five and fifty-five.)

Finally, the occupations of the family heads and the total amount of family incomes were examined and it was found that there was no significant difference between the three study areas. This indicated that regular catalogue users are not concentrated in one social group or income bracket but are distributed throughout the whole community.

CHAPTER SEVEN

CONCLUSIONS

7.1 Introduction

This thesis has examined some of the spatially relevant aspects of department store catalogue operations in the Canadian Prairie Provinces. The following conclusions have been drawn from the information gained through the research methods utilized in this study as well as the results obtained from the examination of the various hypotheses. These conclusions are presented under the four major headings of: Methodology, Remote Selling, Remote Purchasing and General Conclusions.

7.2 Methodology

The conclusions reached regarding the methodology primarily pertain to the questionnaire survey since the historical analysis was wholly based on secondary sources of information. These secondary sources varied from the Company Archives of both Eaton's and Simpsons-Sears to copies of both companies 1971 Fall-Winter Catalogues. On the whole these secondary sources proved to be quite adequate in supplying the information needed to examine the first two hypotheses as well as the tracing of the recent growth of catalogue sales offices in Western Canada.

The first major conclusion gained from the consumer study was that the mailing lists of private corporations appeared to be a valuable and under utilized source of potential samples for spatially oriented marketing studies. The sampling technique outlined for the Edmonton sample satisfied the researcher's desire for a spatially random distribution while it assured the confidentiality of the corporation's valuable

complete mailing lists. While the necessity for slight modifications in the sampling techniques were unavoidable, future researchers can benefit from the sampling problems encountered in this study when they attempt to design their own sampling format.

The lack of a representative sample of working women was not the fault of the original sampling methodology since they were selected along with the women who were home during the day. The failure to adequately sample the former resulted from the methodology used in the actual survey. From the experience gained in this study it appears that the only way to sample the working catalogue user is to employ women to administer a short telephone questionnaire to these people in the early evening hours.

One factor not previously noted was that the time of year did appreciably affect the size of the total sample obtained. The interviews were conducted in the months of October through December 1971 in the pre-Daylight Saving time period. The survey results showed that the refusal rates were much higher in the dark than in the daylight hours. Also, since many of the sampled women had children in school sampling was effectively limited to the morning periods between nine and eleven-thirty and between one and three in the afternoon.

In addition to the sampling problems described above the actual questionnaire was longer than necessary. Each questionnaire took from fifteen to forty minutes to complete. The questionnaire was lengthy because many of the hypotheses were theoretical in nature and the questionnaire was deliberately designed to obtain a wide range of responses for many separate, but functionally related, aspects of consumer

motivation or actual shopping behaviour. However, in retrospect, a more direct approach with fewer questions would have probably yielded the same results but with a larger total sample and a more sophisticated analytical approach.

While the questionnaire design can be faulted in some respects it did prove to be very successful in the actual interviews. The two open-ended questions on general attitudes towards shopping provided a good opening, while the use of the numbered statements was equally successful in eliciting responses.

In summary, the major conclusion reached regarding the methodology employed in this study was that it was highly successful in obtaining a great deal of factual information on the attitudes and shopping behaviour of a particular market segment - that is: Simpsons-Sears' catalogue users.

7.3 Remote Selling

In Chapter Three the growth and development of department store catalogue operations was described for the provinces of Manitoba, Saskatchewan and Alberta. The conclusions on the growth and development of department store catalogue operations on the Prairies have been based on the evidence presented in Tables 3.1 - 3.4.

Until the end of the Great Depression the department store catalogue business in Western Canada was almost exclusively a mail-order operation which saw a predominantly rural population mailing their requests for catalogue items to the regional catalogue warehouses in Winnipeg and Regina and then receiving their goods either by return mail or by mail delivery to the nearest station.

It was not until the end of the Second World War that the use of catalogue sales offices became generally accepted replacements for mail-order services and it was not until quite recently that catalogue sales offices became an almost ubiquitous function in central places in the three Prairie Provinces with populations greater than one thousand.

Thus, from this historical development it was concluded that the switch from mail-order operations to catalogue sales offices was an example of the acceptance of a new method of remote selling by both of the major department store catalogue firms. Theoretically, the old method of catalogue mail-order operations was explained by reference to the concept known as the 'Gateway Hypothesis' while the approach based on catalogue sales offices and catalogue order desks was adequately explained by reference to Central Place Theory.

The extent of the distribution of Eaton's and Simpsons-Sears' Catalogue Sales Offices indicates that this form of remote selling has enormous potential for other national retailers who are also faced with the dilemma of desiring retail outlets in the smaller communities of Western Canada but who realize that the majority of these places do not justify the establishment of a retail store. Thus, the potential of future C.S.O.'s poses problems for the small town businesses in that many could not compete with the economies of the remote selling catalogue-C.S.O. combination. In fact, no retail outlet can compete with the C.S.O.'s in terms of operating costs since the square footage, inventory stock and staff requirements of the C.S.O.'s are already at an absolute minimum.

Thus, it appears that any large scale switch to remote selling

through catalogues and C.S.O.'s will have a serious affect on the commercial tax base of Prairie towns. Presently almost all the business conducted through the C.S.O.'s can be considered as export capital since the tax returns to the towns are low because the assessment is based on the square footage of the retail space and because the only wages paid are to the one full-time manager (usually a woman) and the occasional part-time help. The only solution to this problem appears to be some form of municipal income tax in place of the existing property tax.

The tables presented in Chapter Three revealed that although remote selling through the combination of department store catalogues and C.S.O.'s has been in existence in Western Canada since 1928 it really has only become a major factor of small town life in the past decade because over half of all the C.S.O.'s on the Prairies were opened in this period. Therefore, it is unlikely that this aspect of remote selling will continue to exist with only the two competing retail firms once the other nationally based retailers recognize the effectiveness of the catalogue-C.S.O. combination.

Another conclusion which came out of the remote selling side of the study was that the presence of one or more C.S.O.'s in a prairie town is really a measure of its centrality and viability as perceived by the market analysts employed by Simpsons-Sears and Eaton's. If the present trends continue only those places that they consider to be within the trading areas of one of their existing C.S.O.'s will be without their own C.S.O.'s. This factor is particularly applicable to Simpsons-Sears which appears to have taken the initiative away from

Eaton's in the establishment of new Catalogue Sales Offices.

7.4 Remote Purchasing

The major part of this study was devoted to the analysis of the factors behind the continued use of department store catalogues by urban residents. It was concluded that catalogue users living in different sized and spaced central places had significantly different attitudes towards shopping in general, but these differences could not be directly related to catalogue use. It was also concluded that there was no statistical evidence to show that the desire to shop quickly increased with the size of the catalogue users' home communities.

The Principle of Least Effort and its relationship to the in-store shopping habits of catalogue users was examined and it was concluded that in the larger urban areas catalogue users would shop at the nearest department store while in the smaller urban areas the store's selection of merchandise and attitude of sales personnel was a more important factor than its distance from the catalogue user's home. When the results of the questionnaire survey showed that the sampled catalogue users in the smaller urban areas seldom shopped outside their own community it was concluded that catalogue shopping probably replaced the necessity for out-of-town shopping trips in these communities each of which possessed one or more catalogue sales offices.

Another interesting conclusion drawn from this study was that regardless of the location of the catalogue user's own community there was little or no risk perceived in catalogue orders because of the 'Satisfaction Guaranteed' policies of the two major catalogue

firms.

The expected results were obtained from the testing of the hypotheses concerned with telephone ordering from catalogues in that this was greatest in Edmonton (the one city which also provided home delivery) and that those women who used the telephone often during their normal daily routine were more likely than the others to use it to place catalogue orders. From these factors then it was concluded that the provision of delivery services and telephone usage affected the use of remote purchasing through department store catalogues.

The use of department store credit accounts was also shown to have a spatial component in that the Edmonton catalogue users were far more likely to use credit than those who lived in the two smaller communities. In these latter places it was concluded that the lack of the use of credit was not related to any particular socio-economic factor. Rather, it was related to a rural based distrust of credit buying which itself probably developed from the unhappy experiences of being forced to use credit in times of economic duress.

This study also showed that catalogue use occurred in all seasons of the year and that there was no significant difference between the different communities in season preferred in that for all communities the period of greatest catalogue use was in the Fall period before Christmas. It was also concluded that since the majority of the present catalogue user's mothers had used one or both of the catalogues then this probably is a factor contributing to the continued acceptance and use of catalogues by the present users.

Since Edmonton, Camrose and Vermilion had Simpsons-Sears' and Eaton's ordering facilities it was concluded that the observed characteristics of catalogue users in these communities would be shared by catalogue users who lived in other Prairie communities that possessed both companies' C.S.O.'s or stores. Also, because there were no significant spatial variations in the types of goods most frequently ordered from the catalogues it was concluded that the catalogues were used in the smaller urban areas for reasons other than a local lack of a particular kind of merchandise.

The study showed that when the users were asked to choose their own reasons for using catalogues there again was no significant spatial variation in the response patterns so that the factors of lower catalogue prices, impulse buying and good selection would probably also be the most commonly cited factors in other prairie communities. Another survey result was that the sampled catalogue users did not think that a major reason for using catalogues was their lack of accessibility caused by the lack of private daytime transportation. From this it was concluded that in all urban areas with catalogue ordering facilities the lack of private daytime transportation is not a major factor in the use of department store catalogues.

The socio-economic characteristics of the sampled regular catalogue users were found to be remarkably the same for all three of the study areas. As was mentioned above, it was concluded that the distributions observed in this study most probably could be extended to be representative of the regular catalogue users in all the prairie communities with catalogue ordering facilities.

7.5 General Conclusions

The remote purchasing aspect of this study set out to test the hypothesis:

that location does affect the use of department store catalogues by urban users in that regular catalogue users in different urban areas use the catalogue for different reasons, some of which are a reflection of their location.

When the above hypothesis was originally formulated in August 1971 it was thought that the results of this study would show that the use of department store catalogues by urban consumers could be explained through differences in the size and spacing of the different urban areas. In fact, it was thought that the availability of goods and the range and variety of items in the stores of Edmonton would mean that the use of department store catalogues would be attributed to various 'convenience' factors rather than to any particular socio-economic causes, while in Camrose and Vermilion the catalogues would be used because the local stores lacked a suitable range of goods and the catalogues offered a better selection at a lower price per item. It was also thought that there would be an association between urban catalogue use and the distance of the user's communities to the region's highest ordered central place. Basically then, it was felt that there were various 'sets' of reasons for the use of department store catalogues in urban areas and that because of differing spatial factors (urban size, distance, functional composition, ranking, and the like) these 'sets' would be substantially different in each of the three study areas.

However, while nine of the twenty-eight hypotheses directly concerned with the survey of known catalogue users did show that

significant differences existed either between or among the catalogue users in the three sample areas, the basis conclusion remains that the primary factors accounting for the use of department store catalogues in urban areas are common to all communities that possess one or more catalogue ordering facilities and are not related to the size and hierarchical position of these communities.

It has been shown that during the early decades of this century remote purchasing by mail-order from department store catalogues was a commonly practiced mode of shopping on the Prairies. Increased efficiency in farming has combined with the process of urbanization to the extent that by 1971 sixty-seven percent of the population of the three Prairie Provinces were living in settlements of over one thousand. Accompanying this transition has been the change from catalogue mail-orders to catalogue stimulated phone calls or visits to the nearest C.S.O. or Catalogue Order Desk.

The findings presented in Chapters Four, Five and Six suggest that the majority of the users of the department store catalogues are possibly former rural residents who have moved to a city (Edmonton) or town (Camrose, Vermilion) to either retire or to raise a family. In any case, the current user of the department store catalogues is apparently following the acceptance of catalogues by her mother.

In many cases it appears that the use of catalogues in remote purchasing can be seen as a satisfactory replacement for the preferred in-store shopping trip. However, a substantial number of catalogue users dislike shopping and use the catalogues as their first choice of a shopping mode. Again, the use of department store catalogues in urban areas appears

to be a product of accustomed habit and over-all convenience, rather than a reflection of the functional composition of the various sized and spaced central places. The spatial factors (e.g. distance between towns, town sizes, situations, hierarchical position) were not as significant in the explanation of the use of catalogues by urban residents as sociological (e.g. life cycle phase, family habits, use of telephones) and marketing factors (e.g. reduction of consumer perceived risk, lower catalogue than in-store prices, telephone shopping).

However, this study did prove that catalogue users acted in a spatially rational fashion because, regardless of location, the combined process of comparison shopping from catalogues in the home, ordering items by telephone, and where possible receiving the delivered goods at the doorstep, absolutely minimized the distance component of the shopping 'trip'. Also, the fact that many of the sampled catalogue users cited the savings inherent in catalogue use (either real in terms of actual items and transport costs, or perceived in terms of the time saved for higher personal priorities) meant that catalogue use was an economically rational, as well as spatially rational act.

This study has been an initial investigation of the subject of remote selling and purchasing through the use of department store catalogues on the Canadian Prairies. Thus it is hoped that these results will stimulate further investigations into the spatial-economic and spatial-psychological aspects of the use of department store catalogues by urban consumers and that in the years to come the whole subject of remote marketing will receive greater attention from spatial analysts.

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APPENDIX A

DIFFERENT TYPES OF CATALOGUES

Shopping by catalogue is not a new phenomenon in consumer purchasing. This mode of retail advertising has been present in Canada for almost a century. Shopping by mail, in response to advertisements contained in newspapers or other periodicals is an even older practice and examples of this type of retailing can be found within the pages of the earliest colonial newspapers. Today, there are several forms of catalogues and it is important to distinguish between them since this study is only concerned with those catalogues issued by the large retail department stores.

There appear to be four major types of catalogues in addition to the department store catalogues.

i) Wholesale parts catalogues - Wholesalers of various commodities (eg. hardware, seeds), often issue catalogues of their wares. An example of this type would be a Parts Catalogue of a major auto company.

ii) Specialty Catalogues - Specialty chains such as Birk's Jewelry and Canadian Tire Stores send mail-order catalogues to their known patrons or on a household basis to selected cities, towns and rural areas.

iii) Discount Catalogues - Discount houses offer substantial savings on some items and these companies use their catalogues both as mail-order devices and as advertising leaders to generate in-store sales to their 'members'. Consumers Distributing Ltd. and Acme Novelty Ltd. are discount retail establishments which use seasonal catalogues to

generate sales. The discount catalogues are also called 'warehouse catalogues' and this type of retailing is growing in popularity in both Canada and the United States.¹

iv) Mail Order Catalogues - Mail Order Houses either specialize in one line of merchandise (eg. hobby equipment) or they provide hard to obtain merchandise. The Tandy Leather Company's catalogue is an example of the former and the Whole Earth Catalogue is a good representative of the latter.

¹ See: Isodore Barmash, "Catalogue Operations Simplify Shopping" The New York Times, Sunday, June 25, 1972, p. 11.

APPENDIX B

SPATIAL RATIONALITY

The term 'economically rational man' has been defined as the case where the individual has perfect information and uses it with complete rationality to maximize economic output or to minimize inputs (Zipf: 1949). Many theories of economics rest upon this assumption. Recently, a new idea has been put forward to challenge this assumption. It holds that most people do not seek to maximize economic output or even to minimize their inputs, rather they seek to live with a satisfactory combination of both (Losch: 1954). While Losch and Christaller before him probably realized that not all people acted in an economically rational way they still based their own models of spatial activity on the premise of spatial rationality. The concept of 'spatially rational man' holds that a person involved in a decision making situation has a knowledge of all alternative trip types, a stable system of ordered space preferences for goods and services, and a constant preference for the least effort solution in trip making (Golledge: 1969, 102). The degree of the challenge to the concept of 'spatially rational man' can be seen from the following:

Recent papers have stressed that spatial rationality is but one of a range of behaviours that actually occurs in space. For example, Wolpert has examined the notions of bounded rationality or satisficing behaviour; Gould has examined search behaviour; Golledge and Brown have shown that both search and stereotype behaviour can be observed at different times in the marketing act; Huff has attempted to construct the motivational basis of spatial behaviour in journey-to-work patterns; and Pred has tried to construct a behaviour matrix depicting the dynamics of locational decision making. (Golledge: 1969, 102)

APPENDIX C

THE CONSUMER SURVEY QUESTIONNAIRE

Introduction

We are conducting a study among women in Edmonton and district to determine their shopping habits. We are only interested in clothes and household items--not food or drugs.

Question One: Edmonton, Camrose, Vermilion

Question - First, women have different feelings about shopping for clothes or things for the house other than food or drugs. How do you feel about shopping? What do you like most about shopping for clothes and household items?

Answer - Open-ended.

Question Two: Edmonton, Camrose, Vermilion

Question - What do you like least about shopping for clothes and household items?

Answer - Open-ended.

Question Three: Edmonton, Camrose, Vermilion

Question - Now, please read to me the number besides the statement which best indicates how you feel about shopping for your own clothes?

Answer -	<u>Own Clothes</u>	<u>Other Clothes</u>	<u>Household</u>
Really enjoy	_____	_____	_____
Don't mind	_____	_____	_____
Dislike	_____	_____	_____
Don't know	_____	_____	_____

Question Four: Edmonton, Camrose, Vermilion

Question - What about other peoples clothes (either children, husband, presents, etc.) How do you feel about shopping for their clothes?

Answer - See Question Three.

Question Five: Edmonton, Camrose, Vermilion

Question - What about shopping for household items?

Answer - See Question Three.

Question Six: Edmonton, Camrose, Vermilion

Question - How important is it for you to shop quickly? Read

the number beside the statement on Card Two which applies to you.

- Answer - 1. Always Important
2. Sometimes Important
3. Not Important.

Question Seven: Edmonton, Camrose, Vermilion

Question - Are you likely to go shopping for just one or two items or do you generally wait until you need several different things before going shopping?

- Answer - 1. One or two
2. Several
3. Equal.

Question Eight: Edmonton, Camrose, Vermilion

Question - How frequently do you go to the stores to shop for clothes or things for the home--read the number from card 3 that best describes your situation.

- Answer - 1. Twice a week or more
2. Once a week
3. Once every two weeks
4. Once a month
5. Once every two months
6. Once every four months or longer.

Question Nine: Edmonton, Camrose, Vermilion

Question - Do you have a copy of any of the following department store catalogues?

Answer -	YES	NO
Eaton's 1971 Fall-Winter	_____	_____
Simpsons-Sears 1971 Fall-Winter	_____	_____
Other Eaton's Catalogue	_____	_____
Other Simpson's-Sears Catalogue	_____	_____
Other Department Store Catalogues	_____	_____
If Yes, which _____		

Question Ten: Edmonton, Camrose, Vermilion

Question - If you have two or more department store catalogues, which have you used most in the past few months?

Answer - Open-ended.

Question Eleven: Edmonton, Camrose, Vermilion (Not used in the analysis)

Question - Why do you use this catalogue?

Answer - Open-ended.

Question Twelve: Edmonton, Camrose, Vermilion

Question - When you order from the catalogue do you usually order just one thing at a time or several together?

Answer - 1. One thing
2. Several
3. Equal.

Question Thirteen: Camrose, Vermilion only

Question - What did you order last?

Answer - Open-ended.

Question Fourteen: Edmonton, Camrose, Vermilion

Question - This question is concerned with all department store catalogues that you have used over the past year. How often did you use them last year from Sept. to Dec. This year from Jan. to Apr. and from May to Aug?

Answer -	Not	1-2 times	3-4 times	5-6 times	7+
Sept - Dec 1970	_____	_____	_____	_____	_____
Jan - Apr.	_____	_____	_____	_____	_____
May - Sept. Aug.	_____	_____	_____	_____	_____

Question Fifteen: Edmonton, Camrose, Vermilion

Question - Do you use the catalogues more, less, or about the same as you did five years ago?

Answer - 1. More
2. Less
3. Same
4. Did not use.

Question Sixteen: Edmonton, Camrose, Vermilion

Question - When you were young did your mother use a department store catalogue? If so, which one?

Answer - Open-ended.

Question Seventeen: Camrose, Vermilion

Question - For all the clothes and household items that you purchase, how much is done through catalogue shopping. Please read the number beside the statement on the card that best fits your case.

Answer - 1. All of it
2. Most of it
3. About one half of it
4. About one quarter of it
5. Less than one quarter of it.

Question Eighteen: Edmonton, Camrose, Vermilion

Question - Do you have a charge account with the department store whose catalogue you use most frequently?

Answer - 1. Yes
2. No.

Question Nineteen: Edmonton, Camrose, Vermilion

Question - How did you order your last catalogue purchase?

Answer - 1. By mail
2. Telephone
3. From the store or C.S.O.

Question Twenty: Edmonton, Camrose, Vermilion

Question - Do you shop by phone for goods that appear in newspaper ads, or that you saw in the store, or that you think that the store might have?

Answer - 1. Often
2. Sometimes
3. Seldom
4. Never.

Question Twenty-One: Edmonton, Camrose, Vermilion

Question - Aside from using the phone for making telephone orders, how much do you enjoy it for chatting with friends or making arrangements for your various activities? Just read me the number of the one statement on Card 5 that best describes how you feel about using the telephone.

Answer - 1. Like to use the phone a lot every day, both for chatting and making arrangements.
2. Use the phone mainly for making necessary arrangements and only occasionally for social calls.
3. Use the phone mainly for social calls and only occasionally for making arrangements.
4. Dislike phoning, so use the phone only when really necessary.

Question Twenty-Two: Edmonton (excluded from analysis)

Question - How was your last catalogue order delivered?

Answer - Open-ended.

Question Twenty-Three: Edmonton, Camrose, Vermilion

Question - In general, how do you feel about the delivery of goods from the time that you place your catalogue order?

- Answer - 1. Excellent
 2. Good
 3. Adequate
 4. Poor
 5. Slow
 6. Far too slow.

Question Twenty-Four: Edmonton, Camrose, Vermilion

Question - For this question you will be handed several cards.

Printed on each card is a reason for using the catalogue rather than going on a shopping trip. If you have ever used any of these reasons then place those cards in one pile. If you have never thought about any of the reasons or if they don't apply to you then place those cards in another pile.

Now, take the cards in the first pile and arrange them in the order that is the most important to you, or in the order that they occur to you when you decide to use a catalogue.

Now that the pile is in order with the most important on the bottom turn it over and read me the number that appears on the back of each card starting from the top.

- Answer - 1. I use the catalogue because I hate shopping period. The rush and bother, the crowds are simply too much to cope with.
 2. I use the catalogue to purchase goods that are not available locally and it would mean a special trip to get them.
 3. I use the catalogue because most of the goods are less expensive than in the regular department stores.
 4. I use the catalogue because I have children too young to take shopping.
 5. I use the catalogue when the weather is too bad to go shopping.
 6. I use the catalogue because we don't have a car that I can use during the day to go shopping and the nearest department store is too far away to walk and the bus service is poor.
 7. I use the catalogue because in my condition (handicapped, pregnant, elderly) it is difficult to get out to shop in person.
 8. I use the catalogue because I am working during the day and I am just too busy to shop in person.
 9. Sometimes when I am just looking through the catalogue I see something that I want--so I place an order.
 10. I use the catalogue to find specific items to match the rest of an outfit.

11. My reason for using the catalogue is none of these.

Question Twenty-Five: Edmonton, Camrose, Vermilion

Question - I am going to mention eight different types of merchandise. Would you please tell me the name of the stores where you shop most often for each type?

Answer	ITEM	STORE NAME	LOCATION	BUY WHOLESALE	DON'T BUY THIS TYPE	ALWAYS USE CAT.
	1. Better dress to wear when you go out.					
	2. Housedresses and undergarments					
	3. Children's clothing					
	4. Men's socks and shirts					
	5. Furniture					
	6. Large appliances					
	7. Towels, sheets blankets, spreads					
	8. Kitchen uten- sils, small electrical appliance.					

Question Twenty-Six: Edmonton, Camrose, Vermilion (Selected Samples Only - Not Analyzed)

Question - During the last SIX months and for the NEXT SIX months have you either bought or do you intend to buy one of the following from a department store catalogue. Also, even if you haven't purchased any of the following goods we want to know whether or not you would worry about ordering any of the following through a catalogue.

Answer	GOOD	BOUGHT YES NO	INTEND TO YES NO	WORRY YES NO
	Children's clothing			
	Bed Linens			
	Kitchen utensils			
	Women's underwear			
	Women's stockings			
	Women's housedresses			
	Curtains			
	Girdles			
	Toys and Games			
	Small electrical appliances			
	Large electrical appliances			
	Blankets			

GOOD	BOUGHT		INTEND TO		WORRY	
	YES	NO	YES	NO	YES	NO
Women's blouses and sweaters						
Men's regular shirts						
Table linens						
Skirts						
Men's underwear						
Men's sport shirts						
Men's socks						
Handbags						
Kitchen tables and chairs						
Paint						
Tools						
Furniture						

Question Twenty-Seven: Edmonton, Camrose, Vermilion

Question - Considering all of the stores that you have mentioned and all of the things that you buy at them, which ONE stands out as the store where you do most of your buying?

Answer - Open-ended.

Question Twenty-Eight: Edmonton, Camrose, Vermilion

Question - Why do you buy more of your things here than at other stores?

Answer - Open-ended.

Question Twenty-Nine: Edmonton Only (excluded from analysis)

Question - How long does it take to drive to the nearest department store?

Answer - Open-ended.

Question Thirty: Camrose, Vermilion only

Question - What do you think of the range of goods and services offered by the stores in your community?

Answer - 1. Exceptional
2. Good
3. Adequate
4. Poor

Question Thirty-One: Camrose Or Vermilion only

Question - Considering, as a whole all the non food merchandise that you buy how much of it do you buy from Camrose (Vermilion) stores?

- Answer - 1. All of it
 2. Most of it
 3. About one half of it
 4. About one quarter of it
 5. Less than one quarter of it.

Question Thirty-Two: Camrose and Vermilion only

Question - Also, considering all the merchandise that you buy, how much do you buy from Edmonton stores?

Answer -

Question Thirty-Three: Edmonton, Camrose, Vermilion

Question - What is your marital status?

Answer - Open-ended.

Question Thirty-Four: Edmonton, Camrose, Vermilion

Question - Are there any children living at home with you?

- Answer - 1. Yes
 2. No.

Question Thirty-Five: Edmonton, Camrose, Vermilion

Question - If yes to above how many are: Under 6
 6 - 12
 13- 20
 over 20?

Answer - Open-ended

Question Thirty-Six: Edmonton, Camrose, Vermilion

Question - If children under six: How many are home during the day, that is, children who do not yet attend school, kindergarden or nursery school?

Answer - Open-ended.

Question Thirty-Seven: Edmonton, Camrose, Vermilion

Question - Where did you live before you moved to this neighbourhood?

Answer - Open-ended.

Question Thirty-Eight: Edmonton, Camrose, Vermilion

Question - Did you use a catalogue then?

- Answer - 1. Yes
 2. No.

Question Thirty-Nine: Edmonton, Camrose, Vermilion

Question - Do you or anybody in this house own an automobile?

- Answer - 1. Yes
 2. No.

Question Forty: Edmonton, Camrose, Vermilion

Question - Are there other cars in the household?

Answer - Open-ended--number.

Question Forty-One: Edmonton, Camrose, Vermilion

Question - Who is the chief wage earner in the household?

Answer - Open-ended.

Question Forty-Two: Edmonton, Camrose, Vermilion

Question - What type of work does the chief wage earner do?

Answer - Open-ended.

Question Forty-Three: Edmonton, Camrose, Vermilion

Question - Please say the number beside your own age group.

Answer	- 1.	16 - 20	6.	41 - 45
	2.	21 - 25	7.	46 - 50
	3.	26 - 30	8.	51 - 55
	4.	31 - 35	9.	55 +
	5.	36 - 40		

Question Forty-Four: Edmonton, Camrose, Vermilion

Question - For statistical purposes only, will you tell me the number beside the income range which comes closest to your family's income--that is, for all members of your family combined.

Answer - 1. Under \$ 2,999
 2. \$ 3,000 - \$ 5,999
 3. \$ 6,000 - \$ 8,999
 4. \$ 9,000 - \$11,999
 5. \$12,000 - \$14,999
 6. \$15,000

APPENDIX D

THE SPATIAL ASPECTS OF REMOTE SELLING BY MAIL-ORDER

The following is taken directly from: Central Places in the Peace River Region of Alberta Peace River Regional Planning Commission, Grande Prairie, Alberta. The data was collected from sampled responses to the question: "Of total money spent on goods, what percentage is spent on catalogue or mail-order sales? _____"

Mail-Order Activity

Earlier, it was noted that remote and small settlements in frontier areas often compensate for a lack of facilities by purchasing mail-order goods and services.

To determine the extent of this type of behaviour in the region catalogue sales are analyzed in terms of high, middle and low-order centers. Table No. 9 indicates that residents of smaller centers in the region tend to spend a higher percentage of income on durable goods purchased by mail-order than high and middle-order center residents. However, residents of high-order centers tend to spend a slightly higher percentage of such income on mail-order activity than middle-order center residents. The latter relationship can be explained by the fact that mail-order companies usually have sales offices in high-order centers. Sales through these offices are included in the mail-order category. The data clearly indicates that residents of small centers do compensate for a lack of locally available retail outlets by using mail-order services.

TABLE NO. 9

AVERAGE PERCENTAGE OF RETAIL GOODS INCOME SPENT ON MAIL-ORDER PURCHASES

	Household
	<u>Retail Expenditures: Mail-Order</u>
Average: High-Order Centers	3.5%
Average: Middle-Order Centers	3.1%
Average: Low-Order Centers	6.5%

The author also attempted to test whether a significant relationship exists between remoteness and mail-order sales. A positive (but weak) relationship between these two factors was found to exist. The correlation coefficient between mail-order sales and distance from Grande Prairie or Peace River was found to be +.16.³⁹ Thus it can definitely be concluded that residents of smaller centers in the Peace River Region compensate for a lack of retail facilities by using mail-

³⁹ This relationship is not statistically significant at the .05 level.

order facilities while it appears likely that this is accentuated when the small center in question is remote from Grande Prairie or Peace River. (1)

(1) Douglas Webster, Central Places in the Peace River Region of Alberta, (Grande Prairie, Alberta: Peace River Regional Planning Commission, 1971), pp. 41-42.

APPENDIX ECONJECTURE ON SIMPSONS-SEARS REASONS FOR EXPANDING THEIR
PRAIRIE CATALOGUE-SALES OFFICES

From 1969 to 1971 Simpsons-Sears opened thirty C.S.O.'s in Alberta, twenty-one in Saskatchewan and twenty-four in Manitoba for a total of seventy-five new Catalogue Sales Offices on the Prairies. Sixty-four of these new outlets were in communities that previously lacked a catalogue ordering function.

To understand the reasons for this incredibly rapid expansion it is necessary to examine the methods used by both Eaton's and Simpsons-Sears to solicit business from areas outside the communities with Catalogue Sales Offices.

Eaton's, through their catalogues, encouraged people to use their 'Buy Lines' in communities which lacked their own Catalogue Sales Offices. In each catalogue a page was devoted to explaining which number to phone collect for ordering items from their catalogue. In the more isolated communities the number (Zenith 15000) was the same. In 1971 an Eaton's employee, Jack Ito, (for his M.B.A. Thesis at the University of Alberta) did a study on the feasibility of extending the single number system to serve all of Saskatchewan and Manitoba.

Meanwhile, Simpsons-Sears was prepared to accept long distance charges from anywhere in the Prairies to either the nearest C.S.O. or one of the retail stores. Thus, when Eaton's attempted to simplify its procedure for telephone orders, Simpsons-Sears was faced with the alternatives of either following suite or seeking its own method for

increasing catalogue orders from places without a remote selling function.

Therefore, Simpsons-Sears expansion can be seen as an attempt to become firmly established in the smaller urban areas not directly served by Eatons and a rational move to satisfy a demand for such services. Also, Simpsons-Sears move can be looked on as a response to the ever increasingly urban nature of the Prairies and an attempt to minimize consumer travel times and long distance telephone costs.

Since both companies are reluctant to reveal their corporate marketing strategy the above factors are purely conjecture. However, as Tables 3.1 - 3.4 and Map 3.1 show it now does appear that Simpsons-Sears, with its direct access to more potential consumers, fully realizes the advantages of Catalogue Sales Offices, originally an Eaton's innovation.

APPENDIX F

ATTITUDE AS A POTENTIAL VARIABLE

"It is the suggestion of this paper that a possible assistance to the development of more comprehensive models would be to increase the scale of enquiry from the current micro-level to a more intermediate position, and in the process utilize the concepts developed in attitude theory and measurement. In his adoption of a behavioural approach to the problem of spatial analysis the geographer has attempted to infer the spatial patterns from a knowledge of individual behaviour, and in the process he may have become overconcerned with detail and specifics. The studies referred to earlier indicate the degree of complexity in the consumer choice process that has been developed through such analysis and it is questionable whether such complexity is applicable from the viewpoint of the actual consumer engaging in a spatial choice process. In this complex world man is constantly simplifying the issues and information bits which confront him by utilizing his past experience, respecting social norms, establishing reference points and habits in order to cope with his personal environment.⁸ Therefore, one could expect the consumer to act in the same manner, to develop routines and habits so that he does not have to continually re-consider and re-evaluate all the factors after every event and trial. Hence the complex decision process may be simplified in accordance with reality rather than solely because of academic limitations, and as part of this simplification process geography could examine the individual behaviour at an intermediary level, specifically at the point in the choice process where the consumer has developed attitudes toward the various stimuli within his environment.

The utilization of attitude concepts and measures would appear to provide geography with several useful tools for its behavioural research into the spatial patterns of consumers, since attitudes have been viewed as an individual's intermediary reference structure between his perception of a stimulus and his actions with regard to that stimulus, and because they have proved susceptible to measurement. Attitudes may be considered to be mental sets which can have a bearing on an individual's response to a stimulus within his environment since they are a "psychic summation of knowledge, emotions, motivations, and intentions."⁹ Furthermore, the very definition of attitude would appear to indicate that herein lies a potential variable for geographic research, for it is conceived of as both a predisposition to act¹⁰ and as "an individual's self-description of his affinities for, and aversions to, some identifiable aspect of his environment." ¹¹ Such potential is further enhanced by the ability to measure this particular aspect of the consumer's choice process, for several techniques are available to the geographer which may be implemented into a general analysis of the consumer's spatial choice patterns.¹² This is not to suggest, however, that geography will find attitude to be the sole explanatory variable of consumer behaviour, for psychologists have recognised that attitude acts in unison with "situational

variables, norms and motivation."¹³ Rather, it is suggested that an attitude variable may prove to be a satisfactory surrogate for the pre-overt behaviour factors which could influence a spatial decision, and that as such it should be expected to be only part of the total explanation for the spatial patterns under investigation.

Murphy, P.E. "A COMPARATIVE ANALYSIS OF THE CONTRIBUTION OF ATTITUDE TOWARD AN EXPLANATION OF SPATIAL PATTERNS FOR TWO CONSUMER ACTIVITIES" Preconference Publication of Papers - Annual Meeting of the Canadian Association of Geographers, University of Waterloo, 1971.

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